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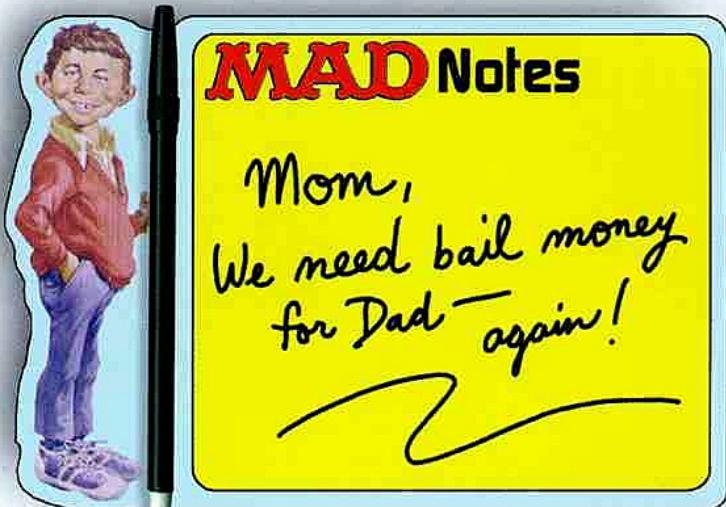
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When people go to a ballgame, why do they sing "Take Me Out to the Ballgame" if they are already there? — Magus223...Did you know that an egg and a tire can make a boring day fun? — DIEHARD861...24 beers in a case, 24 hours in a day, coincidence? — Way2DrUnk... Do you think cheese could beat a banana in a fist fight? — RATTO2...Are alcoholic vegetarians allowed to drink Beefeater's Gin? — Oenone4evr...I'm sucking earthworms through a straw! Why aren't you? — Ash148...Will you fill my Pez? — Markus7266...If practice makes perfect, and nobody's perfect, why practice? — SammyB33

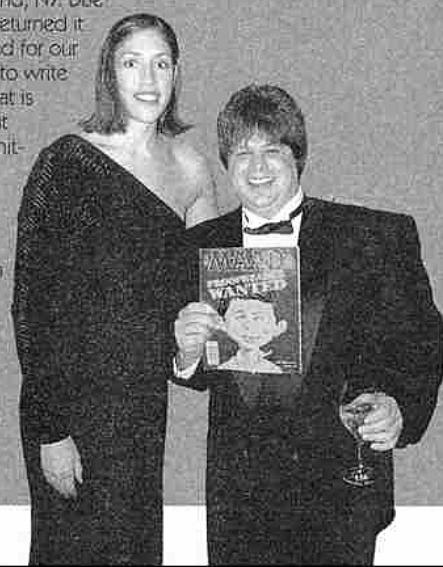
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HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 376, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

EDITOR'S NOTE: Recently we received the following "celebrity snap" from Elliot Bershad of Staten Island, NY. Due to a crazy misunderstanding, we returned it because we didn't think it qualified for our little feature. This prompted Elliot to write back with this stinging query: "What is wrong with this photograph? What exactly are you looking for? I submitted a picture with your magazine posing with WNBA star Rebecca Lobo, the #1 female basketball player in the world! Oops! Our mistake! We thought some woman had sent in a photo of herself posing with former Eight Is Enough munchkin Adam Rich! Well excuse us Elliot! O.K. we'll give you a one-year subscription, but you have to promise that with the money you save you'll get yourself a decent haircut!"



IT MUST'VE BEEN OLD-TIMERS DAY

I went to a San Francisco Giants game when they played the Florida Marlins. To my amazement, Florida's shortstop was named Dave Berg! How is that possible?

Nick Fehr
Berkeley, CA

Nicky — Well, the cat is out of the bag! MAD's own Dave Berg is spending time away from the drawing board shagging flies, working on the bad hops, practicing 6-4-3 double plays and thrilling the pants off Marlins fans! Unfortunately, Dave was put on the 21-day disabled list. Baseball fans everywhere hope for his speedy recovery!



A MUSICAL NOTE

I always read your "Pop Off Video" spoofs. They're usually hilarious, but there's one problem. *Pop Up Video* is on VH1, but all the captions refer to MTV! Is this just an accident, or the first part of your plans to confuse MTV viewers like myself?

Mark Hurd
Flower Mound, TX

Marky Mark — You've raised a good point. To get to the bottom of this scintillating VH1/MTV controversy we contacted one of the original VJ's of MTV, Mr. Mark Goodman. Unfortunately, Mark was unable to answer your questions. It was a particularly busy time for him. He had a batch of fries waiting to come out of the fryer, he had 10 cars backed up in the drive-thru, the shake machine was on the fritz and he was damn near out of pickles! But perhaps most exasperating for Mark was the pimple-faced manager who kept screaming at him, "Hey nimrod, if I've told you once I've told you a thousand times, when a customer says no onions, he means NO onions!" Mark did say, however, thanks for writing and thanks for remembering! —Ed.

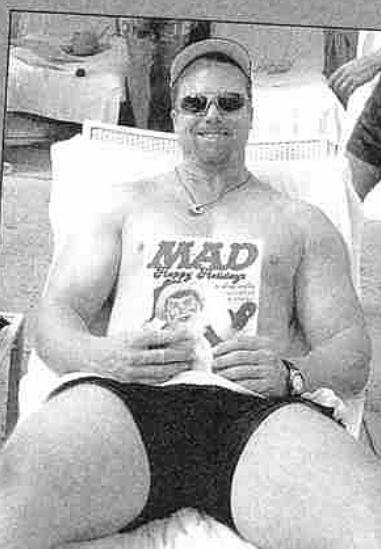


MAD CELEBRITY SNAPS

Enclosed is a picture of the baseball phenomenon of the year, Mark McGwire, holding the Christmas issue of your magazine, in swim trunks in Hawaii. He was a very good sport about having his picture taken when he was clearly on vacation.

Hannah Smith
Mountain City, TN

Hannah's got the camera, here's the pix, it's a fabulous shot, way way better than Adam Rich's stupid photo of that Lobo chick, that baby is going, going gone! It's a home run for Hannah! This is one for the record books! Congrats on your three-year subscription, how about that!



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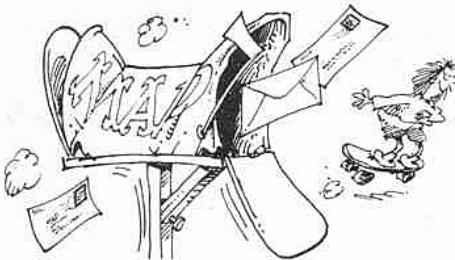


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MONEY IN THE THANK

Thank you so much for printing my letter to you, as a gift to my father (Letters page #370). All of our friends and family got a huge laugh out of it and my father was just beside himself when he saw the letter. We bought 20 copies of MAD and gave all but 18 away. You're the best!

Maeve Sanchez
Chesapeake City, MD

Maeve — Much thanks for your heart-warming letter. We passed it around the office for everyone to read. One of our crack staff suggested we print your thank you letter (and any subsequent thank you notes that you send) so we can maintain the 20-copy blip on our sales charts. Even bumbling Godfrey agreed that this idea may be the greatest marketing plan in MAD's 46-year history! —Ed. P.S. Say "hi" to Papa Hession for us!

RECEIVING A HANSON NOTE

I recently was reading a few articles in your magazine that were making fun of Hanson (i.e. "Letters to Hanson" MAD #369). I'm really getting sick of listening to you making fun of them. Why would you think it would be funny to put that stuff in there about them? By putting that crap in about Hanson it's making a lot of people upset, so don't be surprised if your sales go way down!

D.L.
Fargo, ND

Heavy D. — Sales going down? Ha ha ha, don't make us laugh! We don't have a care in the world about our sales going down now that we've implemented a fool-proof marketing plan, Operation Papa Hession! 20 copies here, 20 copies there and we're on MAD Easy Street! Say "hi" to the Hanson "boys" for us! —Ed.



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IT'S A WONDERFUL KNIFE DEPT.

My God, your six-year-old brother's wielding a sharp butcher knife!

I told you he was a precocious kid!

Precocious?

Yes! I think it means someone who attacks teenagers who are making out! He's kind of a LIVING birth control device!

HE-L-L-PPPPP!...After 20 years I'm having this same recurring nightmare that my maniacal brother Maykill is still hacking up people! My nightmares are like some terrible movie where they show the same "chasing people with a knife" scene over and over again! I'm getting so sick of rehashing my own nightmares that the "scary" parts aren't even worthy of a...

I don't want to sound like an old fuddy-duddy. Maykill, but it's not normal for a six-year-old kid to hack up people! Especially without even asking "may I?" You're not only a homicidal maniac, you're a RUDE homicidal maniac!

Maykill Mayhem has escaped! And on this most holy day, Halloween!

I hope he doesn't go back to his old ways of hacking people to death with a knife!

Well, besides butcher knives, he escaped with cleavers, saws and an ax!

Well, if nothing else, we've added some variety to his life!

SAM VIVIANO

You will be imprisoned here at Our Lady Of the Loonies until you're ready to admit that hacking 23 people to death was very, very naughty!

Staying here is not a free ride! You will be rehabilitated in our work program! Working six hours a day cutting meat in our butcher shop should help reform you!



HOLLOW-SCREAM

Mom, why aren't you going with the students on the school camping trip to Yosemite National Park?

Because it's Halloween, and I don't want to be out in the scary wilderness!

But you'd be out there with over 100 students!

That's the scary part! It's frightening enough dealing with those students indoors, during the day! Being with them in the woods, at night, forget it!

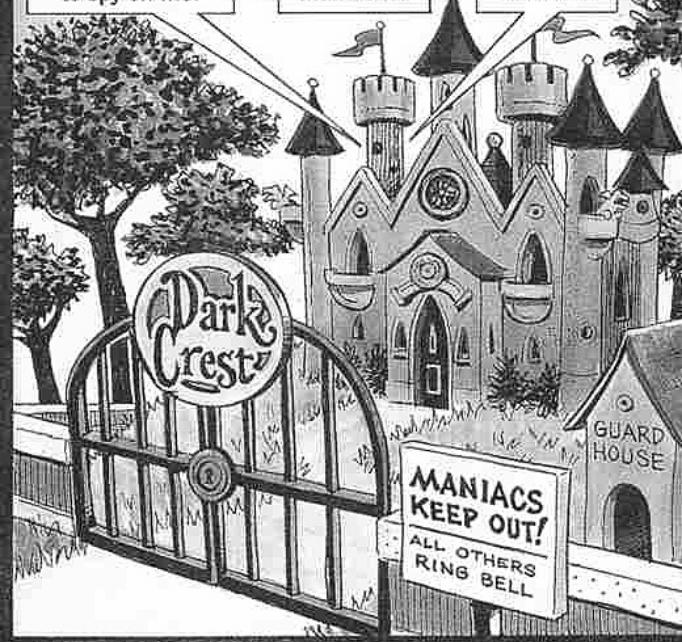


You're so mean! First you won't let me go on the school trip, and now I bet you're staying here just to spy on me!

Not true! I'm staying here to make out with Swill Bend'em, the guidance counselor!

Make out?

Er...I mean I'm staying here to make out report cards with Swill Bend'em!



You have to get a grip on your life, mom!

Don't lecture me! I got rid of your drug addict dad, didn't I?

You got rid of him because he was using YOUR drugs! Look at this medicine cabinet! There are 87 kinds of drugs in here!

87? There should be 89! I pray I can get through this night with only 87 kinds of drugs!



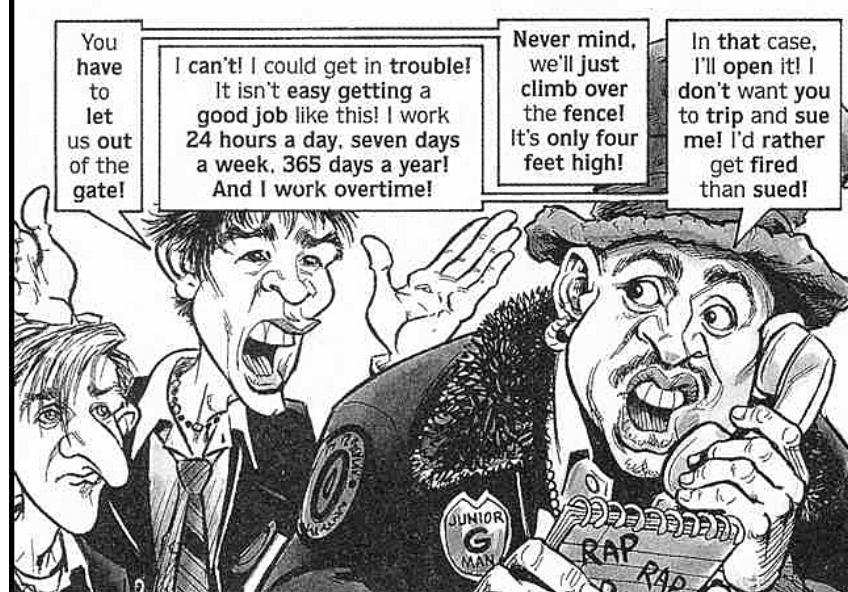
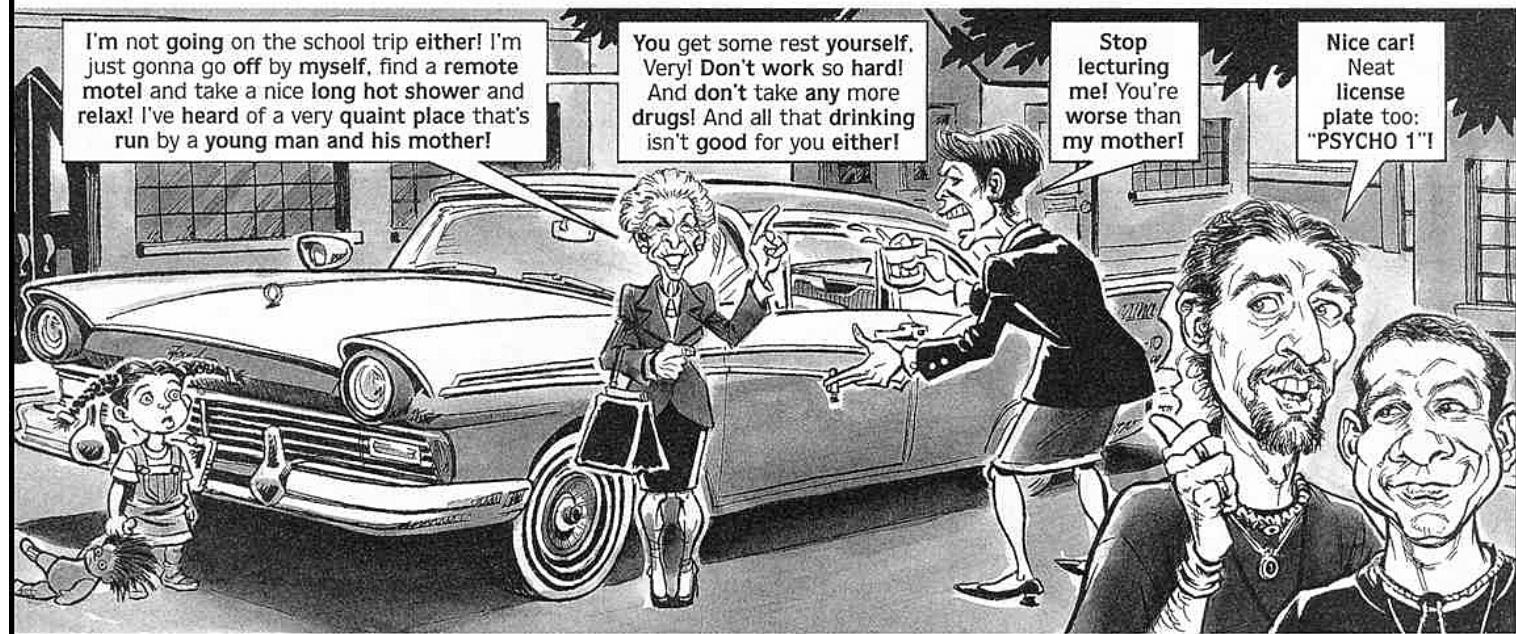
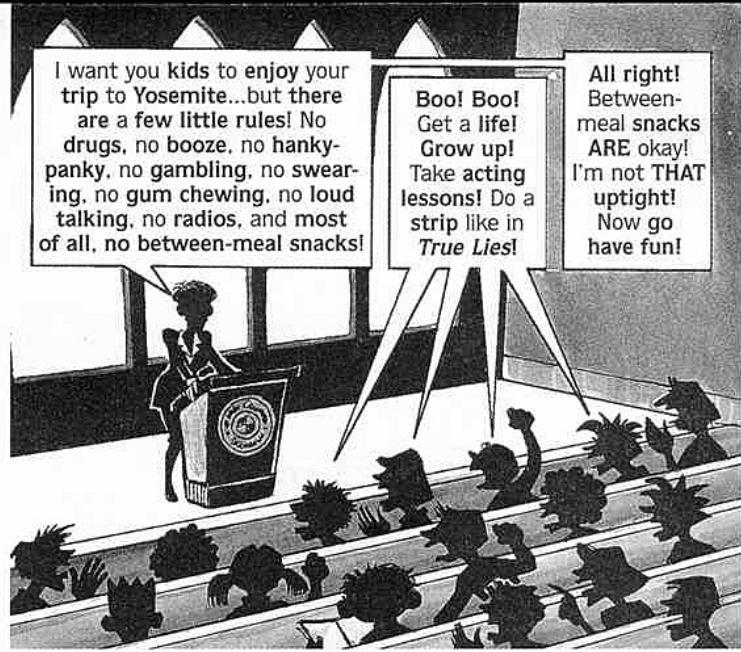
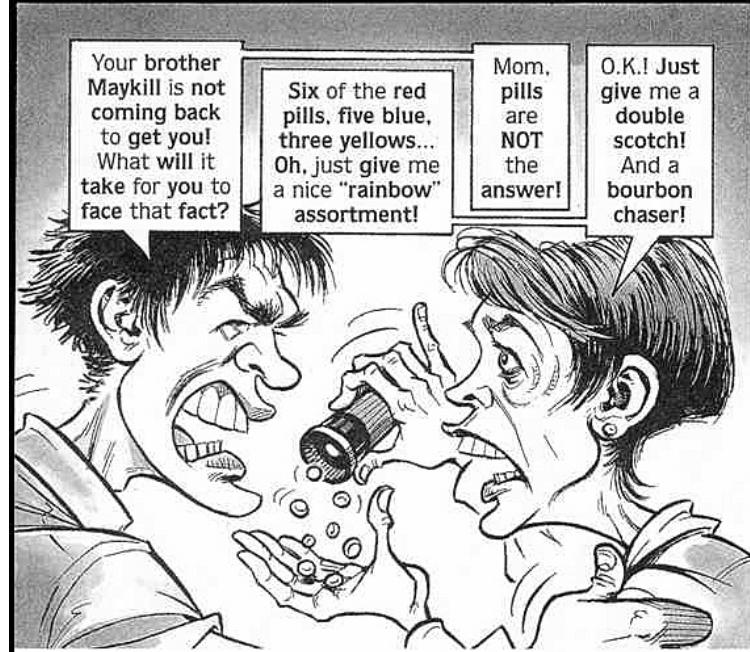
Maykill Mayhem Kills Lots of People
Maykill Mayhem Escape

I don't know what it is, but I seem to see Maykill's face everywhere I look!

Maybe it's all the newspaper clippings, photographs and boxes of video tapes of him! Get rid of them!

I guess I should, but after all, he IS my brother!







I owe you an explanation, Swill! Twenty years ago tonight, my brother Maykill hacked up my sister and her boyfriend!

It's crazy, but I feel Maykill is still after me! I've done everything I can to protect myself from him! I faked my own death, changed my name and got a job here as head mistress at Dark Crest School For The Advanced Bland!

And you're worried you might become the HEADLESS mistress?

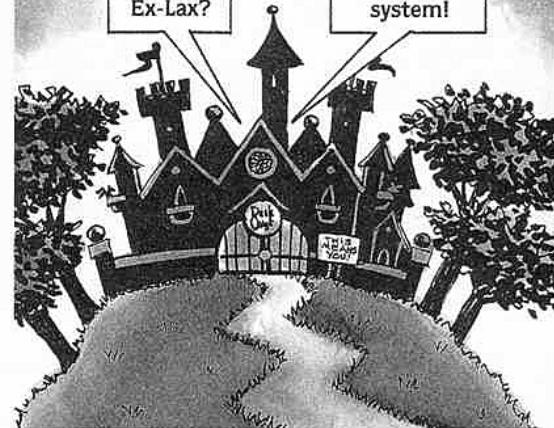
Exactly! I keep seeing images of a kid with a big knife!

If you were worried about kids wielding big knives, you should have stayed away from teaching!

I can't stop my nightmares! I've tried everything to control them! Yoga, self-help, Zen therapy, even Ex-Lax!

Like I said, I've tried everything to get Maykill out of my system!

Ex-Lax?

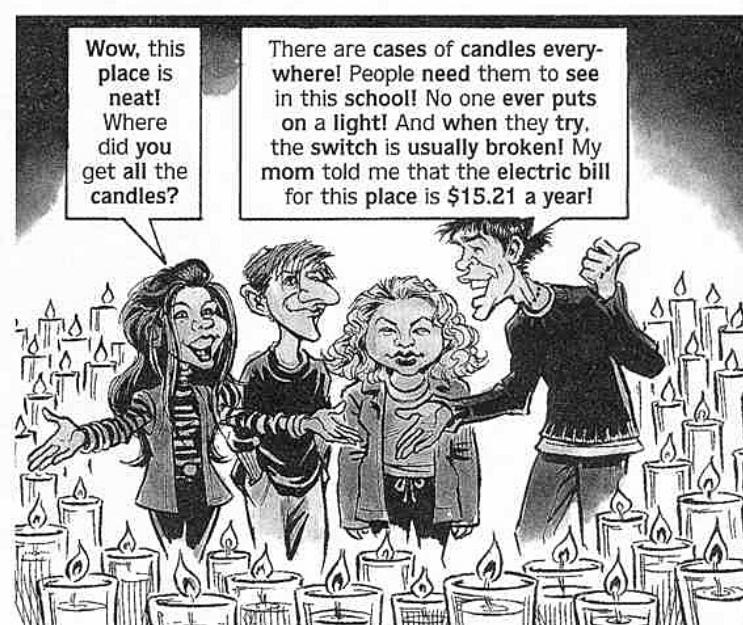


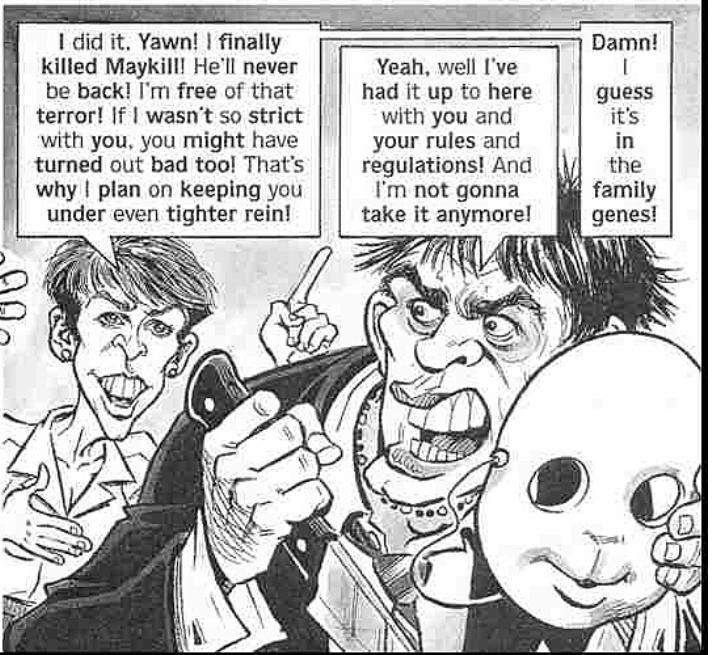
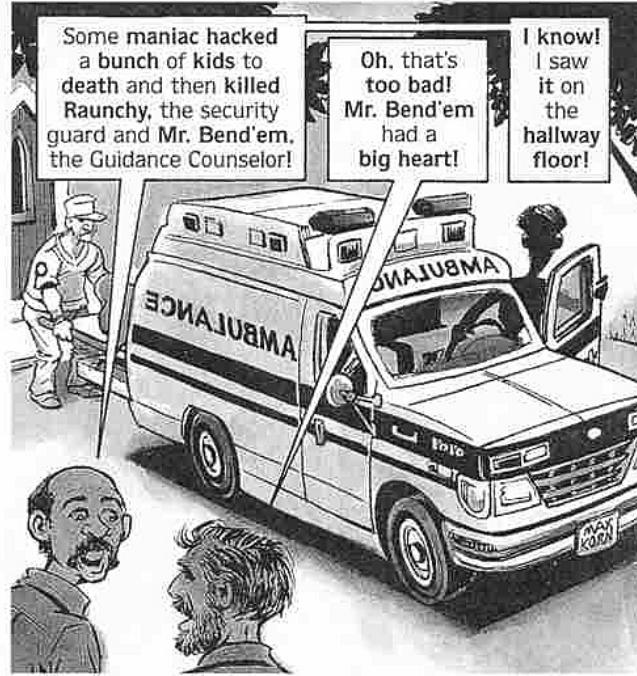
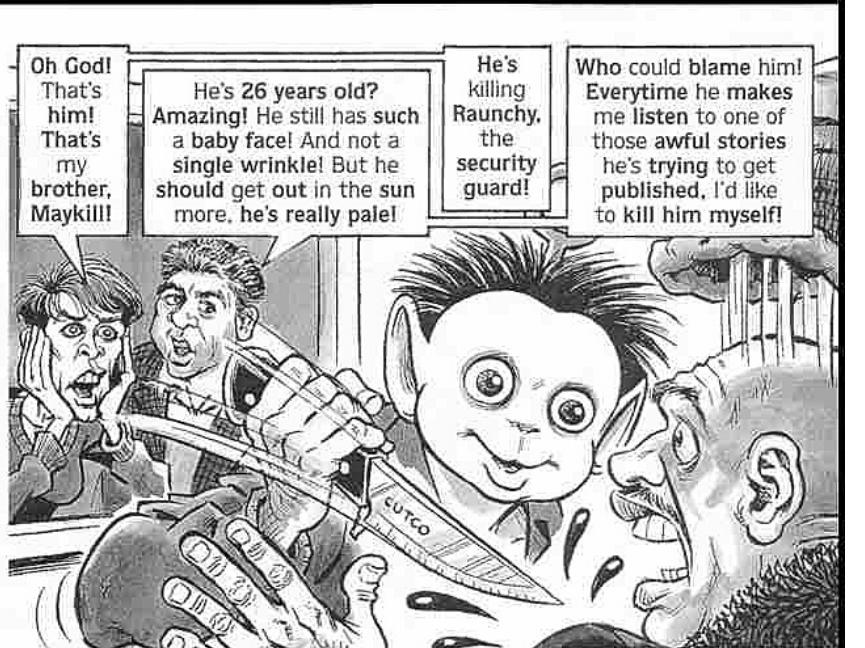
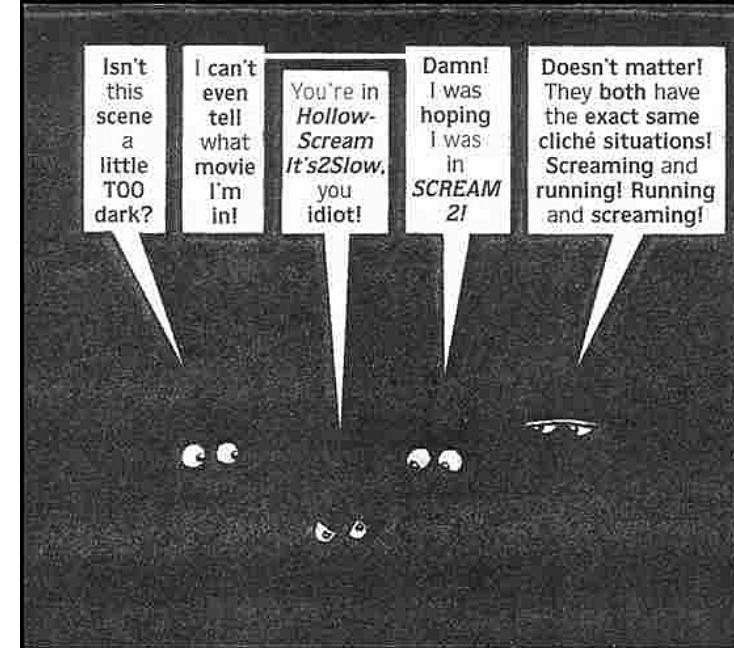
My brother Maykill can't stand seeing anyone making out! If he does, he slashes them to death! It puts a little damper on my love life!

Let me tell you a bit about me! I was a chef when I moved from *Northern Exposure* to become a doctor with no hope in Chicago! To be honest, when I came into this room, I was horny! But after hearing that story about your brother, I think I'm gonna look into becoming a priest!

Wow, this place is neat! Where did you get all the candles?

There are cases of candles everywhere! People need them to see in this school! No one ever puts on a light! And when they try, the switch is usually broken! My mom told me that the electric bill for this place is \$15.21 a year!







Whether you're in a haughty four-star clip joint, some trendy ethnic dump or an overhyped theme restaurant owned by has-been movie stars, the one thing you don't want is an unpleasant culinary surprise. So even if the waiter assures you that it "tastes like chicken," pore over the daily specials and bolt for the nearest exit if you come across any of these...

Phrases YOU NEVER WANT TO SEE ON A Restaurant Menu

...with just a hint of placenta...

...served in its own sinus cavity...

...pre-masticated...

...au mucus...

...trowel-fed...

...pavement-cured...

...a succulent parasite...

...and a splash of ol' fashioned
bladder squeezin's...

...swamp-ripened...

...tenderly gelded morsels...

...and landfill-raised truffles...

...freshly strangled...

...cockfight quality breast meat...

...smothered in natural discharges...

...stillborn quail...

...in a medley of live bait...

...slaughterhouse fresh...



ARTIST AND WRITER: JOHN CALDWELL



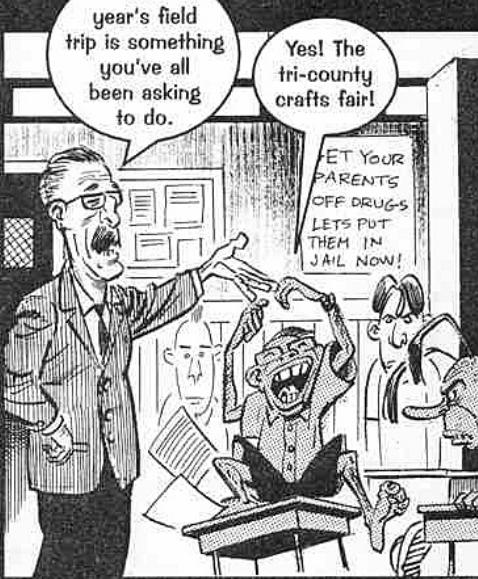


ANGSTER'S PARADISE DEPT.

MONROE & ...

Ah, the slopes.

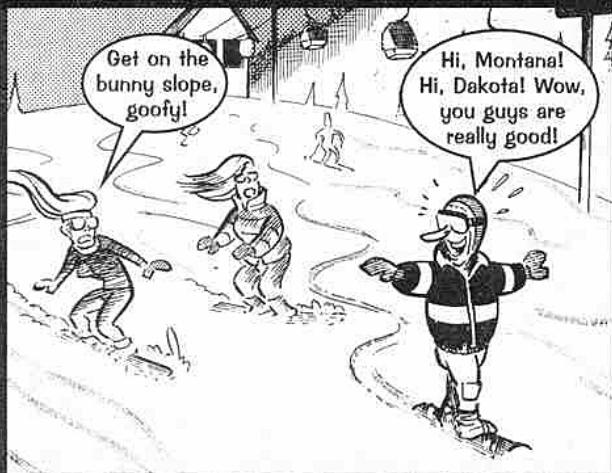
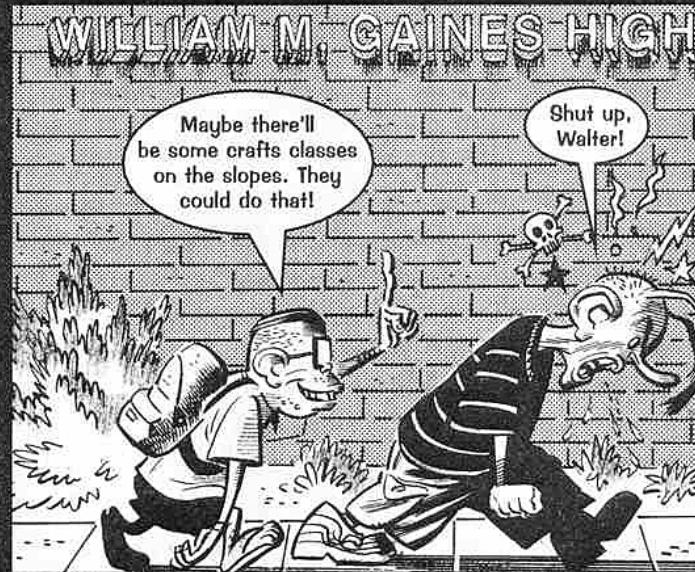
The wind rushes through your hair as you experience the thrill of speeding down the run. For our hero, however, the mountain is all uphill!

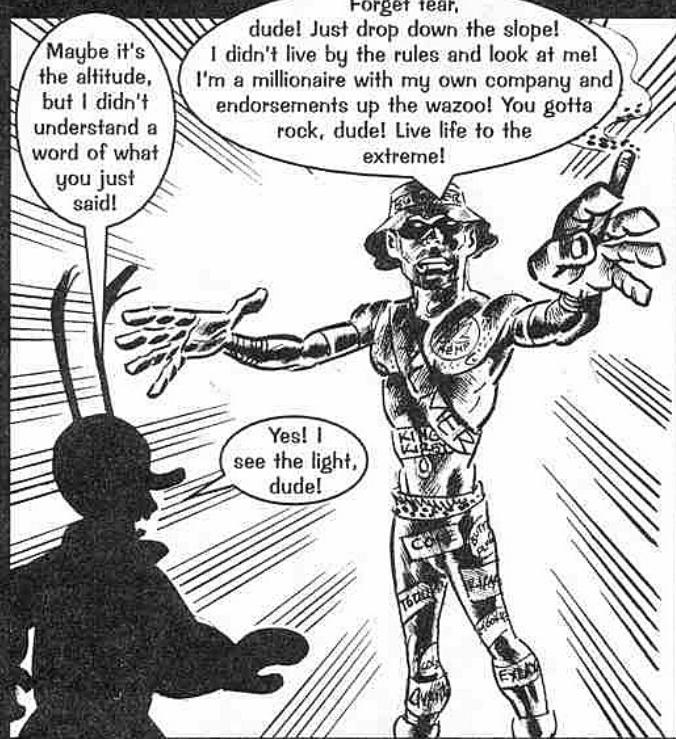
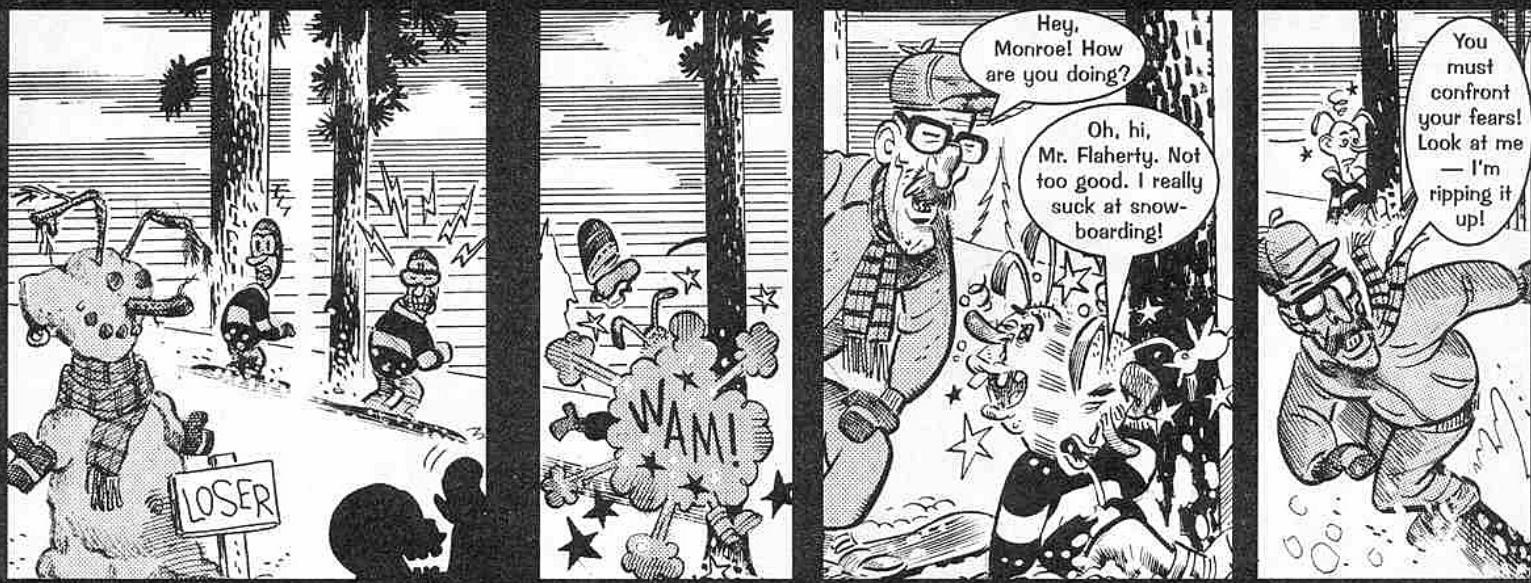


THE SCHOOL TRIP

ARTIST: BILL WRAY

WRITER: ANTHONY BARBIERI





To be continued...



No,

Dorothy is not in Kansas anymore and no, kids aren't watching the classics anymore either. Instead, they're in chatrooms, avoiding contact with the outside world, cultivating Carpal Tunnel Syndrome and attempting to unravel the timeless mystery: what's the best episode of *Dawson's Creek*? Although they're perfectly happy staying in their parents' basements, cynically rejecting anything created before 1970, these American youths could still use a lesson in the greats of American cinema. So, in order to broaden the cultural horizons of these cyber shut-ins, we offer:

The Wizard of Oz in a Chat Room



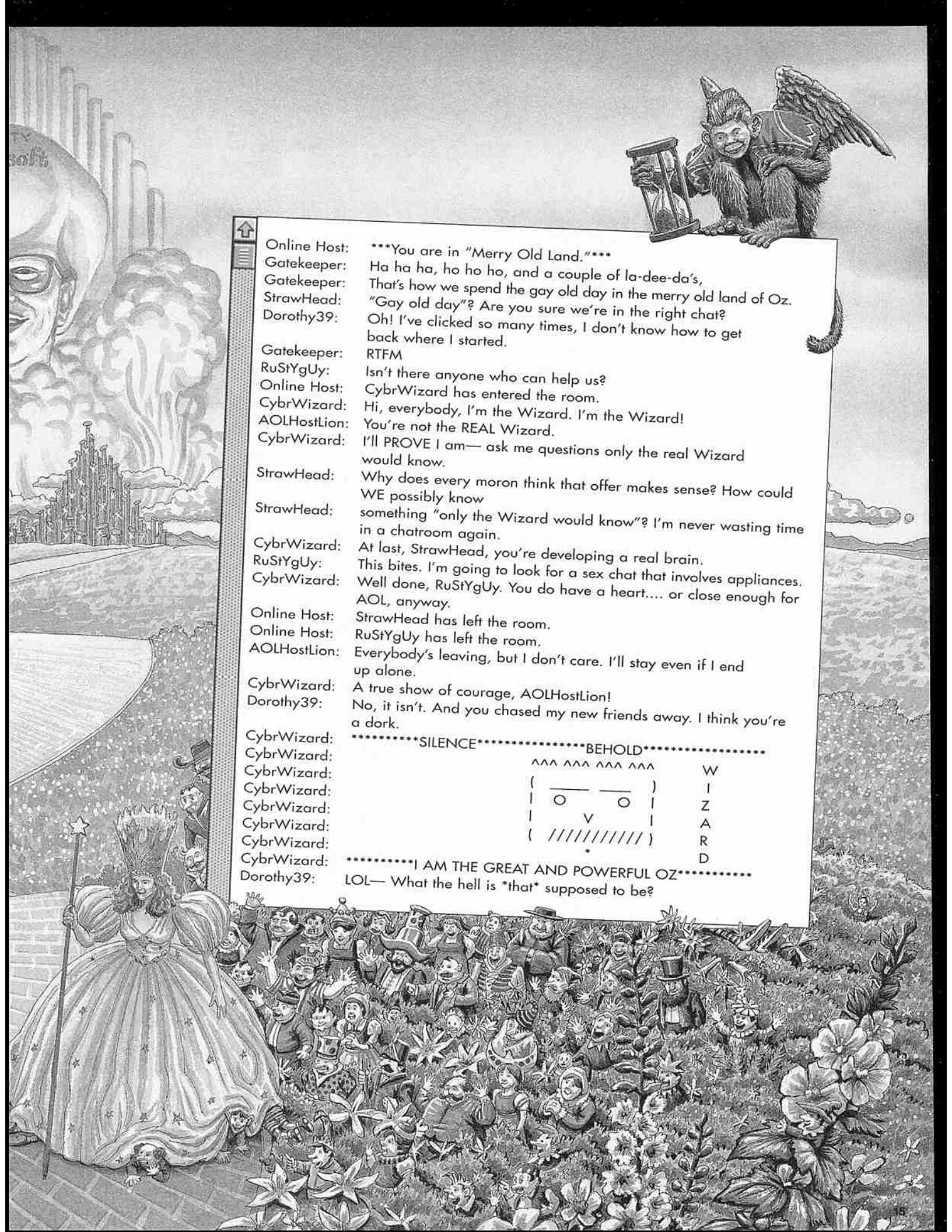
Online Host: ***You are in "Munchkinchat."***
Online Host: Dorothy39 has entered the room.
Online Host: Toto2 has entered the room.
Dorothy39: What did I just hyperlink to? I don't think I'm in "Hot Farm Love" anymore.
Goody2Shuz: The Munchkins want to know, are you a good witch, or a bad witch?
Goody2Shuz: The Munchkins also want to know your password.
Toto2: arf! arf! RRRRRRRR!!!
Dorothy39: Toto2, behave! Someone could report you for room disruption!
Goody2Shuz: Actually, he's got way better conversational skills than most chatters.
Online Host: SmallPckge has entered the room.
Online Host: ImDownHere has entered the room.
Online Host: TwoFootTwo has entered the room.
Dorothy39: Who are you all? Where am I? What's the topic?
ImDownHere: Go to FAQ, newbie. :-P
TwoFootTwo: height/sex check
Online Host: ImSoWicked has entered the room.
ImSoWicked: WHERE is my sister? She wasn't in "Cauldron Chat."
Goody2Shuz: Her system crashed. She got punted offline when Dorothy39 signed on.
ImSoWicked: I'll fix you, my pretty. Give me those shoes. I must have those shoes!
ImDownHere: Take that kinky stuff into a private chat.
Dorothy39: This room bites. I'm going someplace better.
SmallPckge: FOLLOW THE YELLOW BRICK LINK
SmallPckge: FOLLOW THE YELLOW BRICK LINK
SmallPckge: FOLLOW THE YELLOW BRICK LINK
Dorothy39: OK, OK. Enough with the scrolling already.
Online Host: ***You are in "Cornfield Chat."***
Dorothy39: If we get separated, Toto2, IM me.
Toto2: woof





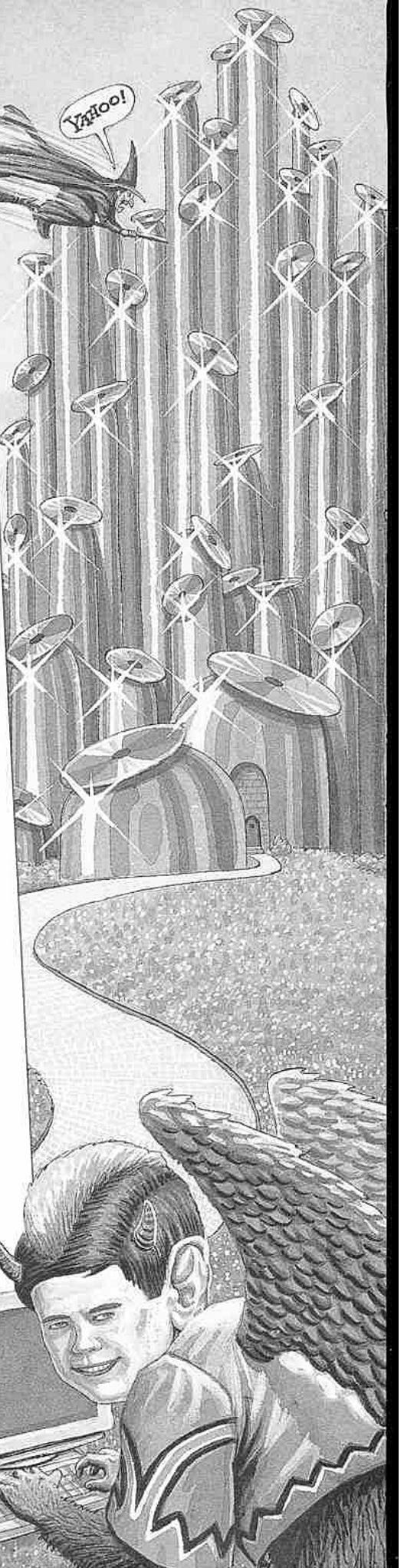
StrawHead: WHO WANTS TO TRADE NUDE MUNCHKIN PICS PRESS 5
StrawHead: WHO WANTS TO PLAY SCARECROW SCRAMBLER PRESS 5
Dorothy39: Are you a TOTAL idiot? Don't you have a brain?
StrawHead: Why should I? After all, this IS a chat room.
Dorothy39: This room is too corny, let's move on.
Online Host: ***You are in "Dark Scary Forest."***
RuStYgUy: FINALLY, some people in this chat room for me to talk to.
Dorothy39: Have you been here long?
RuStYgUy: I've been frozen stiff ever since I combined Windows 98
with AOL 4
RuStYgUy: but I guess it serves me right. I was downloading pirated
software at the time.
Dorothy39: Without paying? People work hard on those programs! Don't
you have a heart?
RuStYgUy: I did, once. But that was before I bought myself a computer.
ImSoWicked: What a perfectly lovely chat! Can ANYBODY join?
Dorothy39: You followed us! But how?
ImSoWicked: Buddy List, my pretty! Buddy List! And as for you, StrawHead.....
ImSoWicked: ...you SUCK! Drop DEAD! Bite it! LOSER! Shut up!
Dorothy39: Oh! Oh! She's flaming him!
RuStYgUy: Don't worry—I notified a host.
Online Host: AOLHostLion has entered the room.
AOLHostLion: ImSoWicked, you are in OZ violation. Your power to cast spells
or send flying monkeys has been suspended for 15 minutes.
Dorothy39: Thank you, brave Lion! WTG! You showed so much courage.
AOLHostLion: Actually, Dorothy39, I represent AOL. There's no bigger
coward anywhere.
AOLHostLion: We turn over confidential e-mail to the army, we censor
message boards, we
AOLHostLion: block any English word that could hypothetically offend
anyone, anywhere, no
AOLHostLion: matter how lame. We treat our 35-year-old customers as
if they were 6.
Dorothy39: You mean your so-called "cybercommunity" is a big, gutless FAKE?
StrawHead: Why don't you stand up for your customers, & for the
1st Amendment?
AOLHostLion: If we only had the nerve..... :-(
Dorothy39: That stinks. I'm getting out of this room.
RuStYgUy: Don't know about u, but I'm not letting an actual online
woman get away.





SIGN-OFF DOROTHY

AOLHostLion: I have zero courage, but even I'M not scared by that crap!
 Toto2: LMAO
 Online Host: ImSoWicked has entered the room.
 ImSoWicked: Well, maybe THIS will scare you.
 Dorothy39: \$*! It's that JERK again!
 CybrWizard: Any hot witches, age 3,500-4,000, wanna chat?
 ImSoWicked: Nice try, modem boy.
 CybrWizard: <---hitting IGNORE
 ImSoWicked: (Σ -IBI^61[i bRoOmStlcK rOoM vlrUs iNiTiAtEd
 ImSoWicked: (Σ -IBI^61[iuPLOaDiNg RuBy shOe vlrUs tO: Dorothy39
 Dorothy39: Punters and mail bombs and spam! Oh, my!
 Toto2: yipe yipe yipe
 ImSoWicked: Now we'll see how you stand up against the 6-SIDED DICE,
 my pretty!
 Dorothy39: Luckily, I've learned a few tricks of my own.
 Dorothy39: <----uploading H2O virus to ImSoWicked
 ImSoWicked: My screen! My beautiful screen! I'm freezing..... freeeeeezing.....
 ImSoWicked: cya
 Dorothy39: CybrWizard: How come *I* had to handle that flamer instead
 of you?
 Dorothy39: You're supposed to be all-powerful.
 AOLHostLion: I just checked Cybr's user profile. He's no wizard. He's really two
 12-year-old boys.
 CybrWizard: KISS MY OZ
 Online Host: CybrWizard has left the room.
 Online Host: Goody2Shuz has entered the room.
 Dorothy39: {{Goody2Shuz}}!! Oh, thank goodness it's you! Everyone I've
 met in these
 Dorothy39: chat rooms is full of it. The Wizard was a bogus lamer, the
 AOLHost was powerless,
 Dorothy39: and RuStYgUy's been sending me dirty IM's about his ax. Why
 can't everyone
 Dorothy39: online be sweet and sincere like you?
 Dorothy39: *blush*
 Goody2Shuz: Hey! If WE'RE such phonies, explain how come a dirt-poor farm
 Gatekeeper: girl from the dust
 Dorothy39: bowl has her own computer account?
 Gatekeeper: And Toto2!
 AOLHostLion: :-P
 Toto2: This is just awful. How can I ever get out?
 Dorothy39: Why, Dorothy39, you always had the power to leave this
 Goody2Shuz: chat room.
 Dorothy39: But how? Keyword: KANSAS?
 Goody2Shuz: No..... turn off your computer, stupid!
 Dorothy39: Oh, Toto2, there's no place like my home page!
 Online Host: Dorothy39 has left the room.



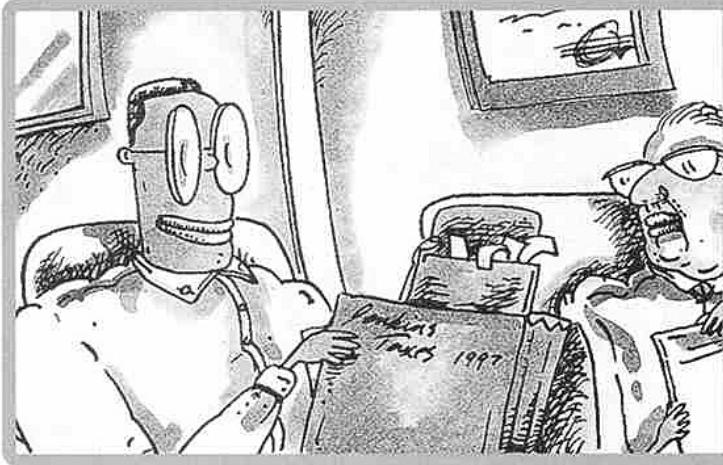


THE SCHMUCKS STOP HERE DEPT.

There is an old adage "a fool and his money are soon parted." Well, this saying fits these motley fools to a tee. With the way these bozos spend and earn money it won't be long until the entire monetary system collapses and we're all trading beaver pelts and seashells! Here's...

melvin & jenkins'

GUIDE TO MONEY



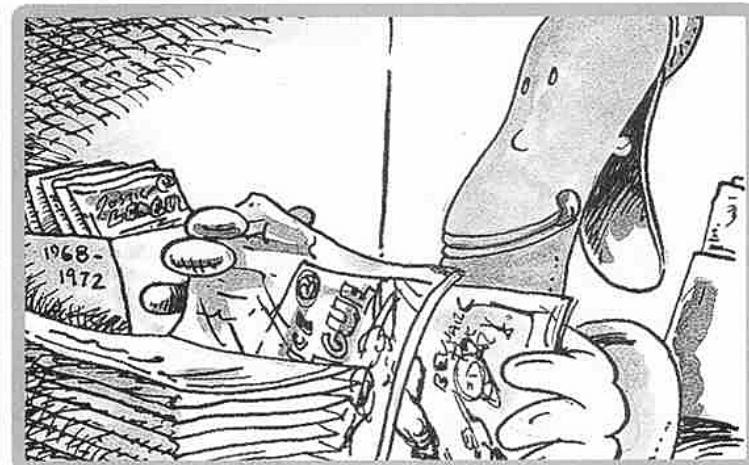
JENKINS goes to his tax audit with careful notes and a folder filled with two years' of receipts.



MELVIN does not impress the IRS auditor with his offer to "be the woman."

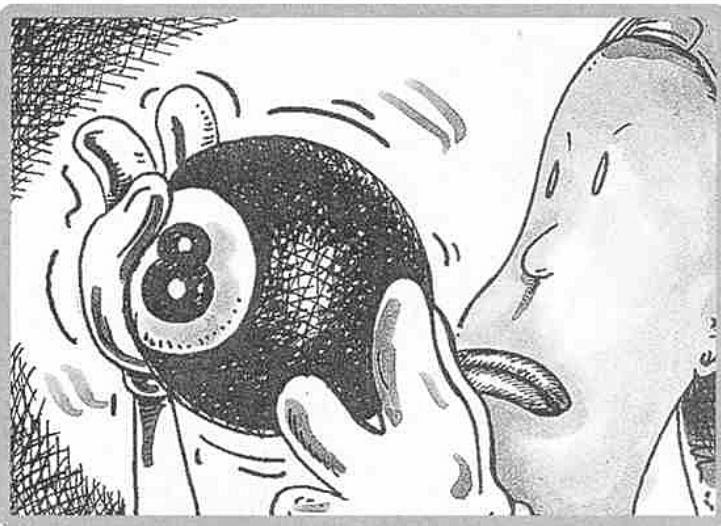


JENKINS feels that over the long haul, mutual funds are the safest way to guarantee a small but steady profit.



MELVIN banks his entire retirement on his huge cache of near-mint Junior Justice League comic books.

Melvin & Jenkins

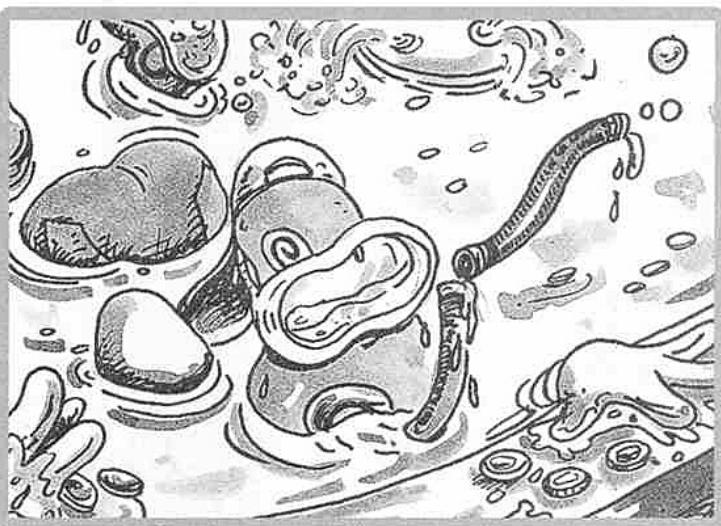


JENKINS bases his investment strategy on his financial advisor telling him, "Diversify your asset equity between call-protected municipals with full amortization, Triple-A Fidelity funds, and the augmented volatility of high-yield SEP IRAs."

MELVIN'S top financial advisor says, "Answer hazy — ask again later."



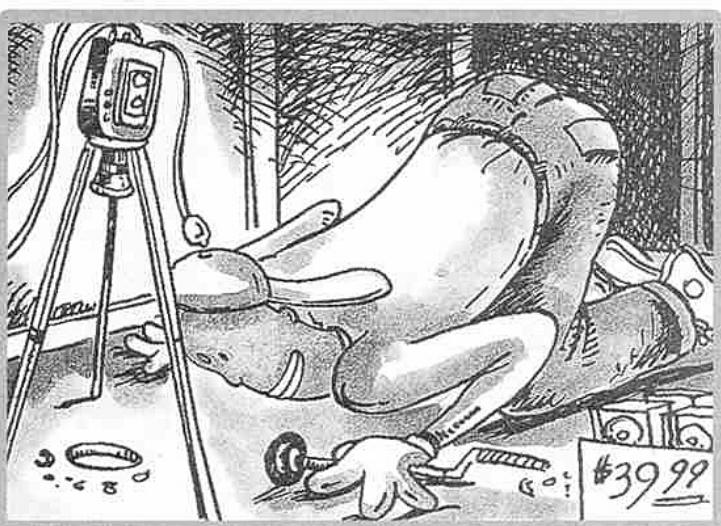
JENKINS walks from one end of the mall to the other, stopping at each shop and politely asking for part-time work.



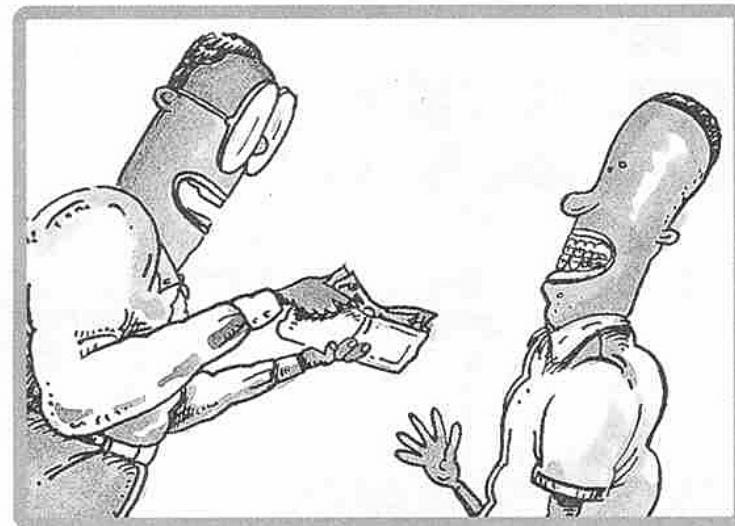
MELVIN also sees money-making potential at the mall, but has to be rescued from the food court coin fountain after his crude breathing apparatus fails.



JENKINS makes a few extra bucks by raking leaves, mowing lawns and doing other odd jobs around his neighborhood.



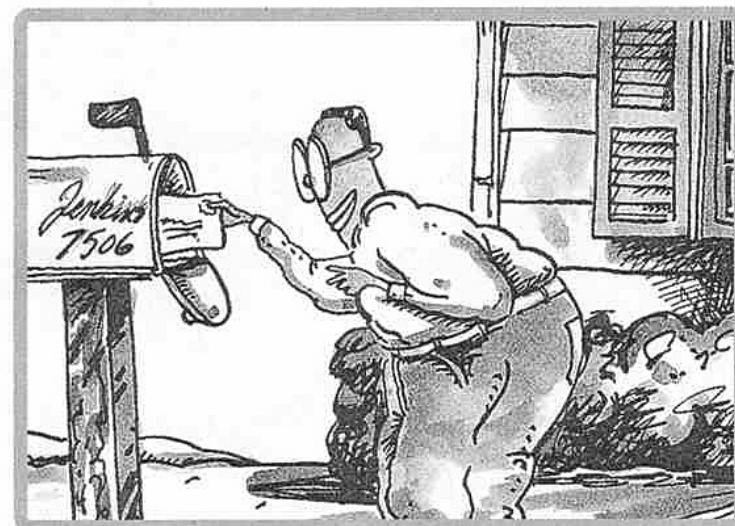
MELVIN parleys an initial investment of one power drill and a small video camera into a word-of-mouth peekaboo empire of cash.



JENKINS loans a friend some needed money, telling him to "Pay it back whenever you can."



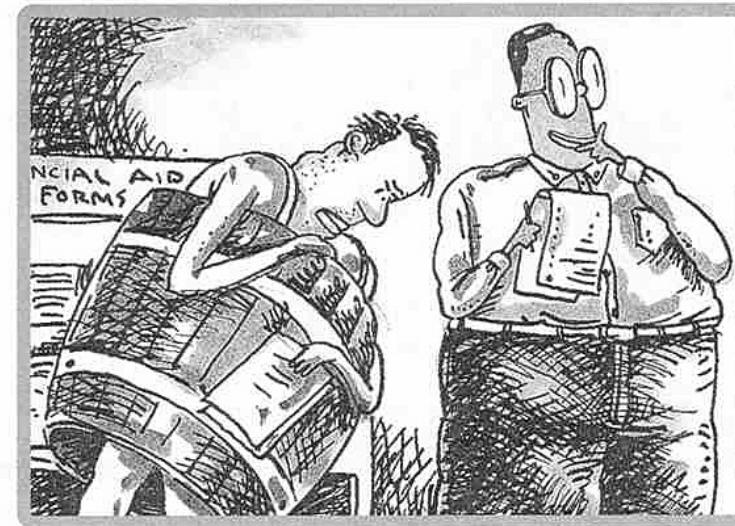
MELVIN wakes his pal up each night at 3:30 a.m. with a tape recording of a kneecap being broken in two places.



JENKINS gets peace of mind by paying a regular premium for life insurance.



MELVIN is brusquely informed that he may not take out a huge death benefits policy on aging nursing home patients without their permission.



JENKINS fills out his financial aid application honestly, understanding that those from more limited backgrounds may have greater needs than him.



MELVIN prays that the college admissions office won't request a face-to-face interview with Melvin Ling-Soo, the straight-A albino paraplegic lesbian midget.

THE MASKED MOUNTIE AND HIS WONDER DOG, BISCUIT

CHAPTER XLI

"THE MOUNTAINS OF MAYHEM!"

GREAT SCOTT, Biscuit! BARON VON VINGLEHEIMER is CARRYING AWAY the lovely GWENDOLYN for EVIL PURPOSES!

QUICK, Wonder Dog, CUT MY BINDS with that SAMURAI SWORD the Baron left behind!

VEEEEEEK

NYAH
HAR
HAR.

Make HASTE, Gallant Hound! The FIEND is ESCAPING!

EEEAAAKKKK
WOOWAHH

CACKLE

WAACK SWOOOK GOO GWHISH AAAAAH FWOMP!

DON'T MISS
THE NEXT CUTTING EPISODE

"PLAY IT AGAIN,
SAMURAI!"



Hallmark

1998 Holiday Catalog



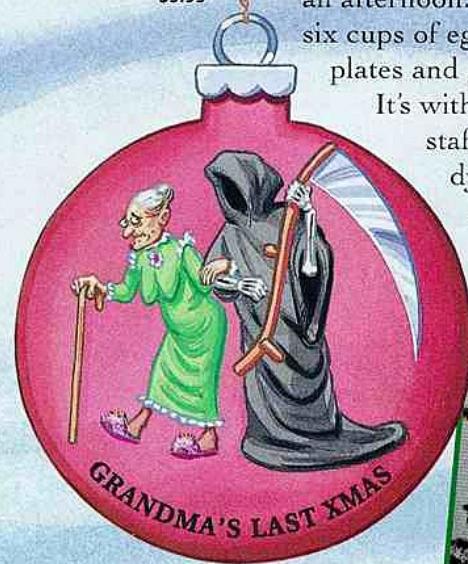
Overpriced
gift ideas for folks
whose entire
lives obsessively
revolve around
one single day
each year.

You'll Feel
Poorer Inside!
(especially
after we've
charged you
\$79.95 for a
miniature
skunk
on skis)

Nipple Ring Santa
From our "Annie's Favorite
Ornaments" collection.
See page 6.

Grandma's Last Christmas

With the onset of senility and her body rejecting that plastic hip, it's time to look back on a life of love and warmth, and thank God you probably won't have to change her. Depends this time next year! Celebrate Grandma's imminent passing with this whimsical selection. 'Grandpa' also available. Crafted by Irene Fitzpatrick Evergreen \$9.95



The Hallmock staff gathers for our annual Christmas party to share good cheer and friendly laughs, then later, nasty comments, lots of crying, a catfight or two, and possibly sex in the supply closet!

Welcome

to the Cheapskate Ornament Studio, where it's Christmas all the time — for us, that is, because we get orders for our overpriced, chintzy knickknacks every day of the year! We're happy to say that most of our collectors' lives are so barren and unhappy that they feel compelled to fill them up with memories of the one day when everything is supposed to go right.

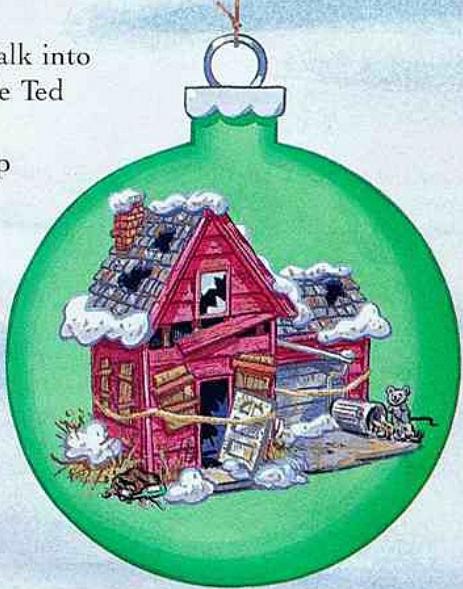
But things don't always go as hoped for on Christmas. Walk into the bathroom at the wrong time and you might find Uncle Ted snorting cocaine. Grampa may want you to put on that Catholic school girl outfit he bought you and sit on his lap all afternoon. And if you don't cut Aunt Judy off after six cups of eggnog, chances are she'll start smashing plates and go into one of her infamous crying jags.

It's with these memories in mind that our creative staff and team of artists — all from severely dysfunctional families just like yours — came up with this year's new designs.

CELEBRATING THE HOLIDAYS



Xmas Crackhouse Twelfth in our *Inner City Slums* series. Crafted by Irene Fitzpatrick Evergreen \$9.95



Left:
When the party's liquor runs out, Hallmock staffers draw straws to determine the unlucky sap who has to go on a beer run. Frank Grout (left) is the obvious loser.

Below left:
Bob (Santa) Felder and Joyce Cox nap between libations.

Below right:
Sue Paddock is repulsed by the advances of a plastered Herb Acneman while Ted Birdsall vomits in trash can for sixth consecutive year. Joyce Cox is passed out in background.

Cheapskate Ornaments

Family & Friends



My First Christmas as a Woman
Sculpted by Andrew Tannenbaum
\$7.95



Holiday Emergency
The ideal ornament for the local ambulance driver, or for anyone who has recently suffered a life-threatening emergency! Whimsical tire marks over bunny victim's body shows just where bunny medic needs to apply first aid.
Sculpted by Irene Fitzpatrick Evergreen
\$9.95



Tinsel Poisoning
A whimsical warning to keep poisonous, intestinal-blocking tinsel out of the way of our feline friends — or just a cheery reminder for a friend who lost a beloved pet.
Sculpted by Anita Lee Stocking
\$8.95

Buttering Up Teacher
Our 1998 ornament for teachers features little Sammy Schoolmouse presenting his favorite teacher with a bright red apple — and what's that underneath it? Insurance for a passing grade! Apple portion of this whimsical ornament contains small compartment, perfect for stashing a few wadded-up bills! Sculpted by Anita Lee Stocking
\$10.95



Our Last Christmas Together, You Bitch!
Spending one last holiday season together with that former loved one is less of a chore thanks to our delightfully whimsical ornament featuring a pair of cute, fuzzy, yet completely incompatible bunny rabbits. Also available as "Our Last Christmas Together, You Bastard!" Sculpted by Mary Johnson Whimsy
\$8.95



Slot Jockey
Grandma will think of you on her next trip to Reno as she throws away more of your inheritance after she's received this lovely detailed piece of art to hang on her tree. Third in our whimsical *Compulsive Gambling* series.
Sculpted by Mary Johnson Whimsy
\$7.95



Cheapskate Ornament Artist
MARY JOHNSON WHIMSY

"Meeting collectors is the best part of being a Cheapskate Ornament artist. Their unnatural obsession with the ornaments I sculpt shows me just how well-adjusted I am by comparison. The worst part of working for Hallmark? Their bizarre insistence that all women artists use their middle names in an effort to evoke a sense that we're all warm, cuddly grandmotherly folk artists who dress like Holly Hobby, own a lot of cats and live in cozy wooden saltbox houses in Vermont."

Christmas...

...it means as many things to as many people as it means dollars to us. Gone are the days when Christmas was a strictly holy day meant to celebrate the birth of the Lord. Gone, too, are the days when Christmas meant presents and Santa and snowmen and reindeer and Currier and Ives prints on holiday cards.

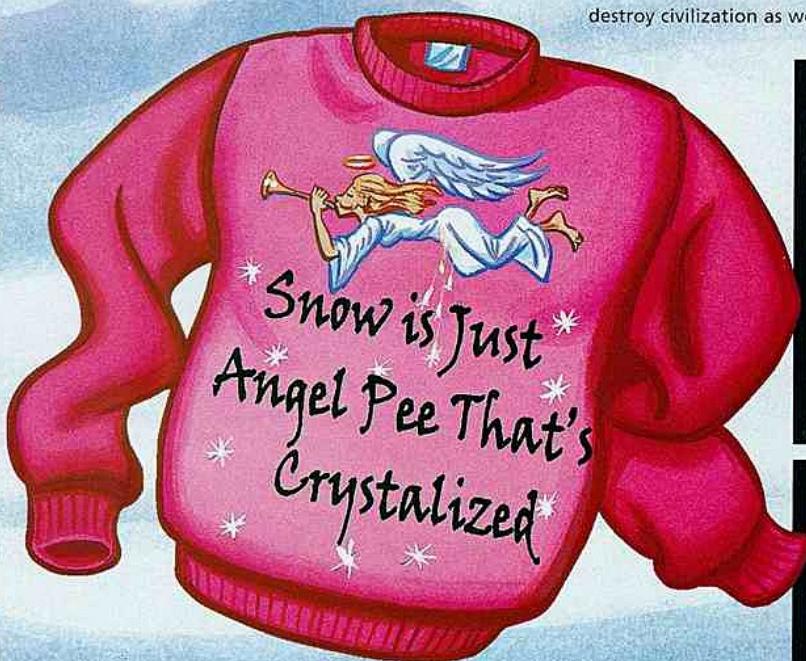
Today, thanks to middle class families with disposable income and a penchant for spending way beyond their means, and thanks to consumers obsessed with sending greeting cards for holidays that in many cases we simply made up, and thanks to the ridiculously hypnotic power that the terms "collectible," "signed and numbered," and "limited edition" have over the general public — yes, thanks to all this — Christmas now inexplicably means incongruent and inappropriate pop culture icons hanging from strings on a dangerously overloaded Douglas fir. It means mass-produced, ratty and worn-looking teddy bears designed by our own "folk artists," it means patchwork everywhere! And, best of all, Christmas means enjoying a commercialized holiday without the labored holiness and tired respect it once commanded.

Today's Hallmark prides itself on having everything you need to celebrate Christmas the '90s way. The only Lord you'll find here is Lord Vader.

(See page 18 for our charmingly blasphemous *Star Wars* Nativity set.)

So, Merry Chri\$tmass from your friends at your neighborhood Hallmark!

You'll feel poorer inside!



Angel Pee Sweatshirt

Exclusive design features our beautiful Tinkling Angel. A wonderful gift for yourself, a daughter, granddaughter, or anyone who enjoys angels, snow or urine. Machine washable. Sizes M, L, and XL. \$34.95

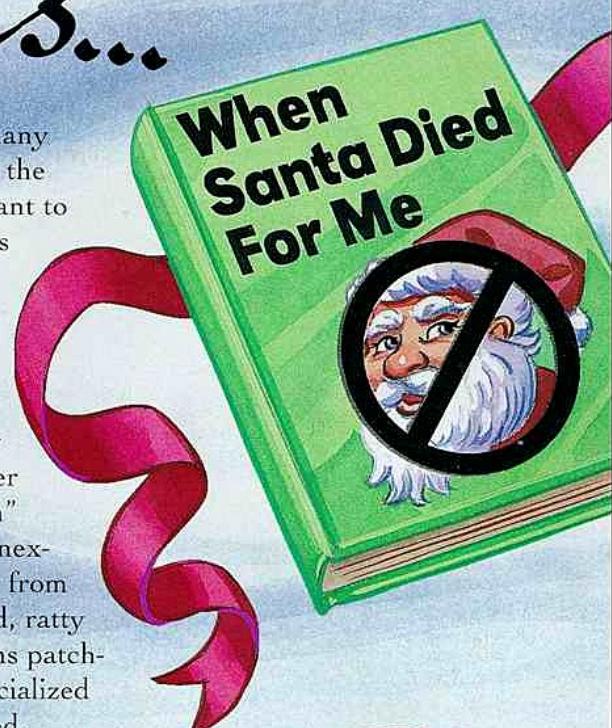
North Pole Snow Globe
The wonder of a musical snow globe is even more magical when it contains no snow! Depicting the Arctic Circle as it may look in just the next few years, our "snow" globe shows the North Pole after the polar ice caps have melted—nearly completely underwater! A whimsical reminder that global warming will eventually destroy civilization as we know it. Plays "Heatwave." \$29.95



Patchwork Extinguisher
Handy, festive accessory, indispensable for those little emergencies that pop up during the holidays. Surplus 64-ounce standard fire extinguisher from the 1950s covered in heartwarming patchwork is a must for any family with a dry, brittle Christmas tree overloaded with lights. Goes great with our exploding Santa Claus ornament! (Note: Pressure of contents in each extinguisher will vary and are not guaranteed to function properly.) \$64.95



Patchwork Holiday Menorah
Used by Jews around the world to celebrate "Hanukkah" or "Chanukah," or however you spell it. We're not sure what it symbolizes or how it's used, but we figured why not offer at least one item that allows us to cash in on the Jewish religion, too. \$48.95





When Santa Died For Me

Not a story of heroics, but many stories of sadness and despair as over 30 manic-depressives tell a tale of their worst Christmases ever. Sprinkled throughout the book are cocktail recipes, directions for making industrial-sized batches of fudge and phone numbers of nationwide 12-step programs. Perfect reading for a holiday evening home alone right after your boyfriend dumps you. Seventy-eight pages, hardcover. \$13.95



Cheapskate Ornament Artist
IRENE FITZPATRICK EVERGREEN

"It's gratifying to see that collectors have fallen in love with my mass-produced Cheapskate Ornament creations, especially after years of sculpting and peddling one-of-a-kind, hand-made, highly-detailed, original Christmas ornaments of much higher quality at countless local craft shows with absolutely no success."

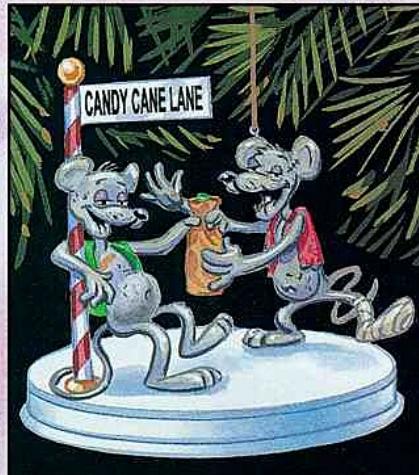
1998 Collectible Series

While we stress throughout the catalog that all of our ornaments are highly collectible, and that you should purchase as many as humanly possible, we also randomly dub a few different ornaments as part of a "Collectible Series" and group them together in order to insure that you will purchase all of those within this subset.



Pimpy the Snowman

This festive ornament is a perfect gift for all your "ho ho hos"! Sculpted by Todd Pfefferneuse \$12.95



Sharin' the Warmth

Two unemployable vagrant mice illustrate the spirit of the season of sharing in this endearing collectible ornament. Sculpted by Louise Wilcox Peppermint \$16.95



Down On His Luck

Our rumpled little teddy bear's sign says it all! Sculpted by Louise Wilcox Peppermint \$16.95



Annie's Favorite Ornaments



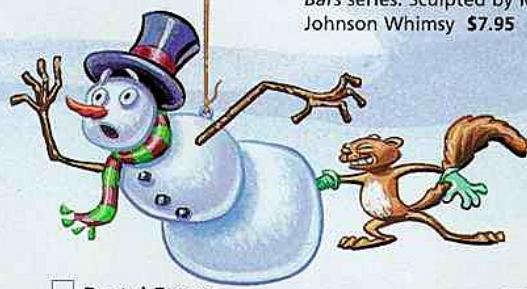
Removin' Asbestos
First in the *Careers at High Risk for Cancer* series. Sculpted by Edward Sleighreid. \$8.95



Nipple Ring Santa
Sculpted by Ken Warmth
\$8.95



Prison Tattoo
Sixth and final in the *Mice Behind Bars* series. Sculpted by Mary Johnson Whimsy \$7.95



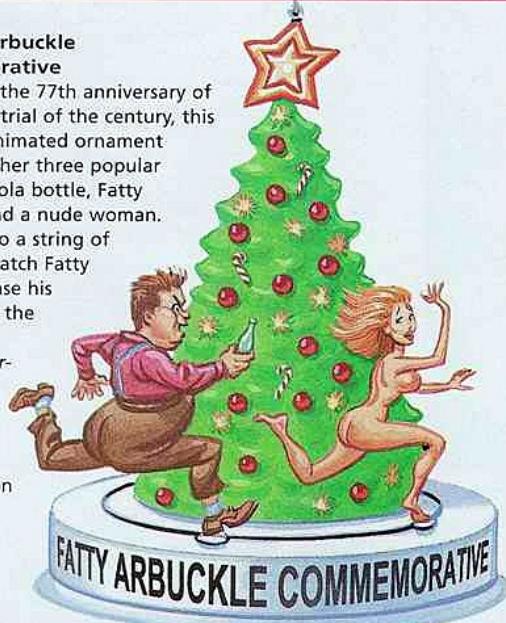
Rectal Exam
Your proctologist (or friend who's seeing one!) will appreciate this whimsical and cheery ornament showing good Dr. Squirrel examining Frosty the Snowman. Sculpted by Todd Pfefferneuse \$12.95



Thimble
We've taken a standard metal thimble (valued at 29 cents) and ingeniously attached an eyelet and string to the top. What seamstress, tailor, or thimble collector wouldn't be thrilled to hang this warm and cheery sewing notion on his or her tree? Designed by Todd Pfefferneuse \$16.95



Taking a Dump
You can't eat cookies left by millions of boys and girls around the world without stopping for a potty break, as this whimsical ornament shows. Santa relaxes over a bright white toilet while flipping through "The North Pole Gazette." Sculpted by Andrew Tannenbaum \$7.95



Fatty Arbuckle Commemorative
Celebrating the 77th anniversary of the original trial of the century, this whimsical animated ornament brings together three popular icons—the cola bottle, Fatty Arbuckle, and a nude woman. Hook it up to a string of lights and watch Fatty gleefully chase his prey around the tree. Fourth in the *Career-Ruining Scandals* series. Sculpted by Mary Johnson Whimsy \$14.95



Gritty the Gum Man
Our little cockroach friend is having himself a merry little Christmas as he puts the finishing touches on his little snowman—charmingly sculpted out of a hairy, gritty piece of chewing gum! Sculpted by Mary Johnson Whimsy \$7.95



Lion and Lamb
Second in the *Nature's Enemies* series. Sculpted by Ken Warmth \$7.95

MEET ANNIE GAINESDORF EGGNOG

Annie Gainesdorf Eggnog has been sharing her obsession with Christmas and her fetish for collecting ornaments since she was promoted to President of the National Cheapskate Ornament Collector's Club in 1986, from her former position of mail clerk at Hallmark's corporate offices. Ornament book author, ornament lecturer, and ornament historian, Miss Eggnog visibly cringes most when referred to as "ornament historian."

"What makes Cheapskate Ornaments so special? Well, it's sure not their uniqueness! Thousands upon thousands are mass-produced each year for a huge number of collectors — there's NEVER a shortage of these

things. And after so many years of our catalog being filled with sickeningly cute country field mice and rabbits and birds outfitted in oversized scarves, hats and mittens, it's getting damn hard to tell one 'special edition' ornament from the next!

"It's not the painstaking detail and quality of each item that makes Cheapskate Ornaments so special, either. Let's face it — we're basically dealing in glorified Happy Meal toys. In fact, our ornaments are probably manufactured and painted by the same underpaid third-world workers who create the PVC figures that come with Junior's hamburger and fries!

"You see, what makes Cheapskate Ornaments so special is you, the collector, ever willing to spend more money for "collectibles," even though the marketplace is totally glutted with worthless figurines and ornaments. So what if this year's 'Marilyn' ornament is last year's left-over 'Scarlett' with repainted blonde hair and a beauty mark? Just stamp the current year on the bottom and write it up as a 'catalog exclusive' in this year's catalog and we know we've got a winner!"



ASPCA Holiday Pets

Through special arrangement with the ASPCA, Hallmark is proud to offer these adorable original ornaments. We've scoured the nation's largest animal shelters for the cutest puppies and kittens scheduled to be destroyed. Each lifelike ornament features the sad eyes of an actual small dog or cat just moments before it is gassed or lethally injected. Please allow us to select a breed and method of execution. \$12.95



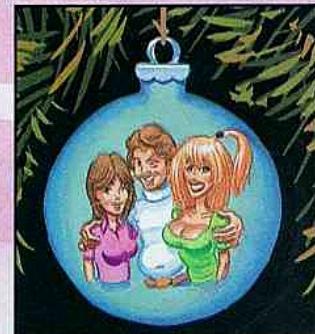
Pyramid Scheme

A charming little ornament, perfect for any ignorant friend or relative about to waste valuable time and money investing in a "guaranteed-to-work" multi-level marketing program. Also makes a quaint "I-Told-You-So" gift for those who have lost small fortunes on such schemes. Sculpted by Louise Wilcox Peppermint \$16.95

Three Sappy Favorites From Previous Collections

Each year, Hallmark introduces a new collection of Cheapskate Ornaments. Here are three of the most endearing from the past.

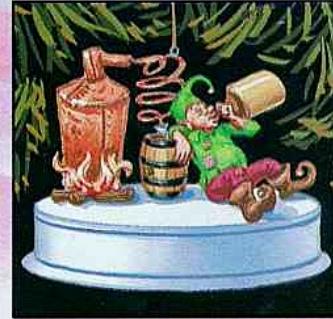
A Three's Company Christmas
Dated 1978
Issued @ \$6.95
\$625-\$695



John Tesh
Third in the Should Never Have Been Given a Recording Contract series.
Dated 1995
Issued @ \$8.95
\$800-\$875



Makin' Moonshine
First in the Backwoods Kinda Christmas series.
Dated 1996
Issued @ \$12.00
\$550-\$625



NOTE: The prices shown below each ornament represent the range of prices extremely stupid people will pay for these ornaments on the secondary market.

Though we express no opinion concerning the validity or accuracy of this information, nor do we make any claims regarding the present or future market values of our products, by merely printing these extremely exaggerated market values in large type and this same disclaimer in teensy-weensy type, it is assumed that you will not even bother reading this, and that by now you'll either be rooting through your attic trying to find old Hallmark ornaments you'll wrongly believe are worth a fortune, or better yet, you'll be high-tailing it down to your local Hallmark store, ready to invest in plastic Christmas decorations as though they were blue chip stocks.



THE NATIONAL CHEAPSKATE ORNAMENT COLLECTOR'S CLUB

The NCOCC was formed in 1986 by Hallmark when it was evident there was a great deal of money to be made by forming such a club, initiating annual dues, and increasing the number of Cheapskate Ornaments available each year tenfold. Your \$25 membership fee entitles you to all of the following benefits and privileges...

- You'll receive four of our ugliest, most unpopular Cheapskate Ornaments, available exclusively to Club members, since we know we can't unload these dogs to anyone else.
- You'll have the opportunity to purchase other unpopular designs that will seem more appealing to you, the collector, when we tell you that they are EXCLUSIVE CLUB EDITION ORNAMENTS!
- You'll receive our annual Hallmark Holiday Catalog, the catalog available for free in Hallmark stores that shows each of our expensive ornaments, mailed directly to your home! Why settle for a nice, pristine copy at the store when we can send you a soiled, torn version, mishandled by the postal service, with a big ol' mailing label on the front?
- You'll receive invitations to attend special ornament-themed events where you can spend even more money.
- You'll be sent four issues of *Obsessed Ornament and Crazed Christmas Collector News*, full of self-serving Hallmark press releases and ads for all the ornaments you'll be buying between now and December.

We're proud to say that The National Cheapskate Ornament Collector's Club benefits not only easily-led collectors, but Hallmark, too. In addition to all the profits we reap from club membership, we've been able to effectively squash more impromptu, relaxed, local ornament collecting clubs; and even more effectively, we've managed to keep competitors out of all ornament conventions, open houses and related functions! We've built the dinky Christmas tree doo-dad business up from nothing into a multi-million dollar operation, and then cornered the market ourselves! That's why we love the holidays!

1998 Hallmark Cheapskate Ornament Collector's Club Membership Application

Name _____
Address _____
City _____
State _____ Zip _____

Please check all that apply.

- I have an obsessive/compulsive disorder that, as a collector, will make me buy every ornament you shove at me, regardless of how much I may not like them or how repetitive the designs are.
- I am prepared to make my children go without food for a few days to be able to afford any item a Hallmark brochure or representative deems "an excellent value for collectors."
- I am an unhappily married woman not getting any from my husband anymore, so I am making an effort to spend as much money as possible on worthless Yuletide gewgaws to fill the void.

Send this application with payment of \$25.00 to:

Hallmark Cheapskate Ornament
Collector's Club
P.O. Box 1225
Tinselgarland, MO 64141-122

- I am an overweight, unhappy single woman who has no hope for ever finding a male companion nor true happiness, but am willing to try to fill my empty life with little woodland creatures in Christmas settings cast in PVC and resin.
- My life is so miserable now that I try to make it Christmas year round to forget about my pain and loneliness.
- My childhood was such a nightmare and Christmas such an annual letdown that I am now trying to make up for this regardless of the cost.

Share the Magic...
Share the Warmth...
Share Your Cash...
...With Us!

THE MASKED MOUNTIE AND HIS WONDER DOG, BISCUIT

CHAPTER XLIII

"THE LAIR OF DOOM!"

THE LOVELY
GWENDOLYN PULSEFIRE

You DID IT, Wonder Dog! You've found the SECRET LAIR of the rotten Baron Von Vingleheimer! Now we can RESCUE the enchanting and lovely GWENDOLYN PULSEFIRE!

I would salute you, NOBLE HOUND, but I MISPLACED my RIGHT ARM somewhere!

THE SECRET
LAIR OF
BARON VON
VINGLEHEIMER



Wonder Dog, while I deal with the evil Baron, YOU use that AX to CUT LOOSE the lovely Miss Pulsefire. She seems UNCOMFORTABLE!

THE SECRET
LAIR OF
BARON VON
VINGLEHEIMER



DON'T MISS "MASKED MOUNTIE UNIFORM
THE NEXT CAREENING EPISODE FOR SALE! 75% OFF!"

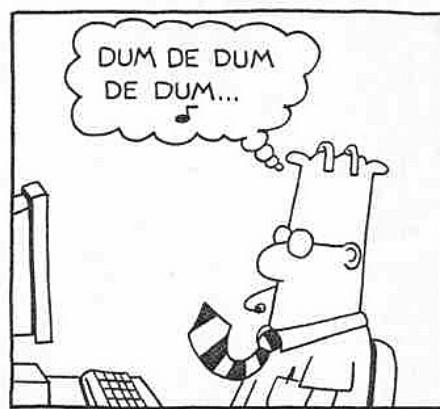


ADAMS RIBBED DEPT.

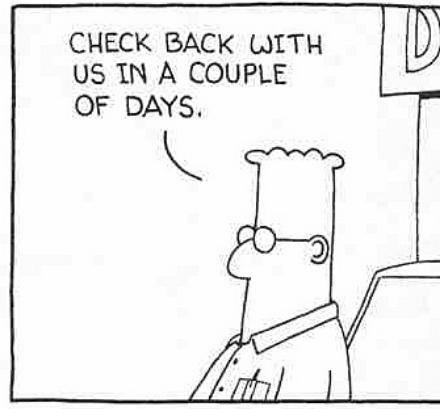
If you spend your waking hours pounding on a keyboard in a cramped, fabric-lined cubicle, then you know about "Dilbert." You and millions of other office drones and wire-headed technogeeks have succeeded in making it the hottest comic strip since Snoopy was a puppy. But what about the rest of America's workforce? They have no daily newspaper strip to identify with. What would it be like if Dilbert's creator, Scott Adams, were to apply his unique satirical "talents" to other drab and meaningless careers? Well, we wondered ourselves! So we set about to answer the musical question...

WHAT IF DILBERT HAD DIFFERENT JOBS?

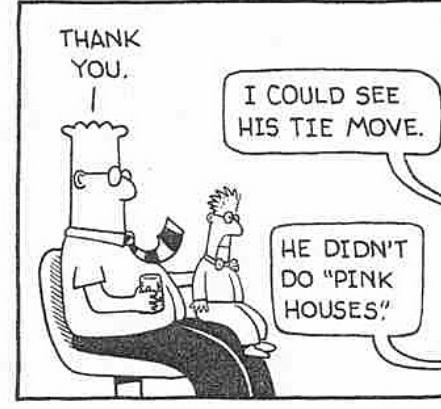
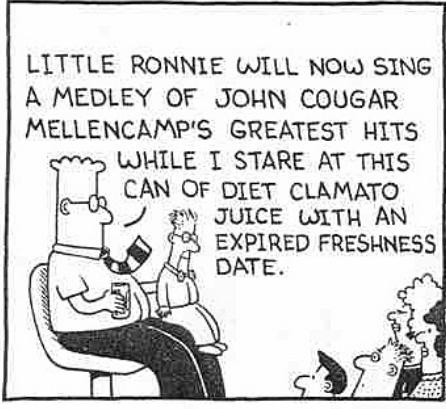
TELEMARKETER



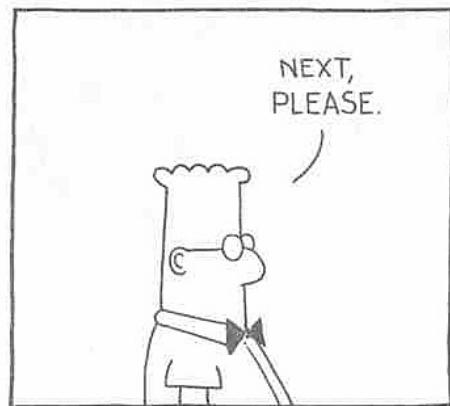
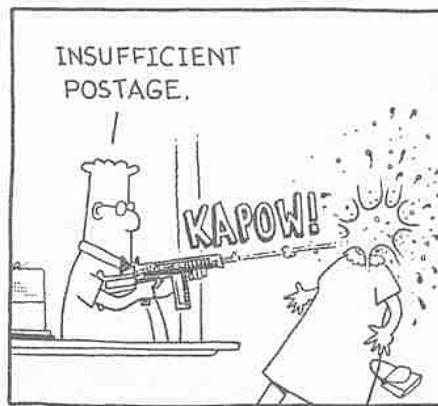
AUTO MECHANIC



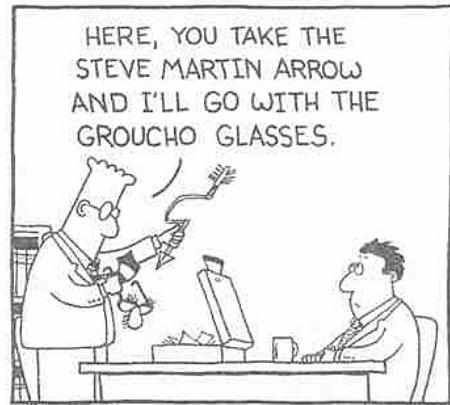
VENTRILOQUIST



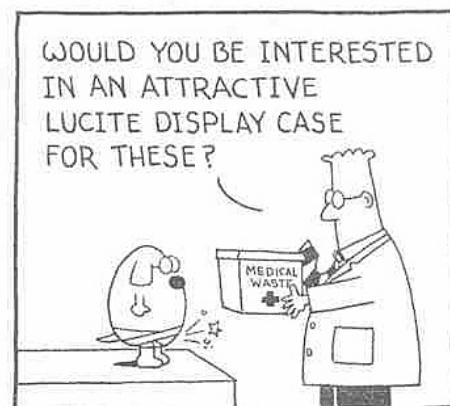
POSTAL WORKER



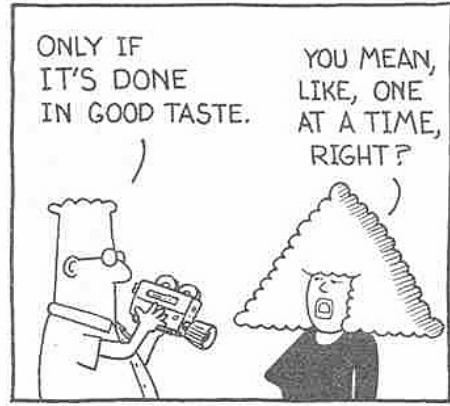
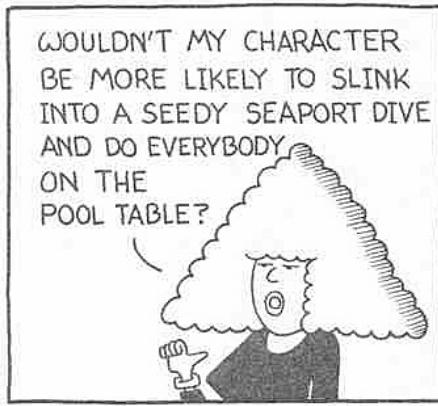
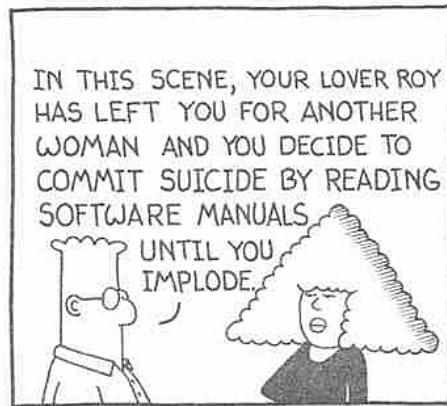
DEFENSE ATTORNEY



VETERINARIAN



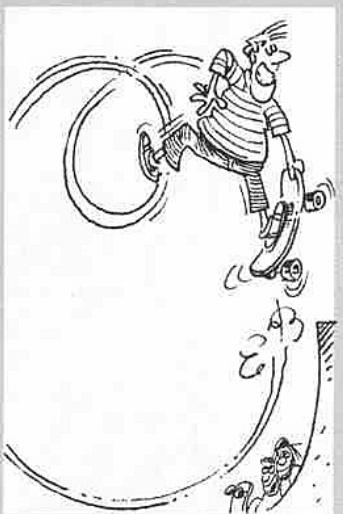
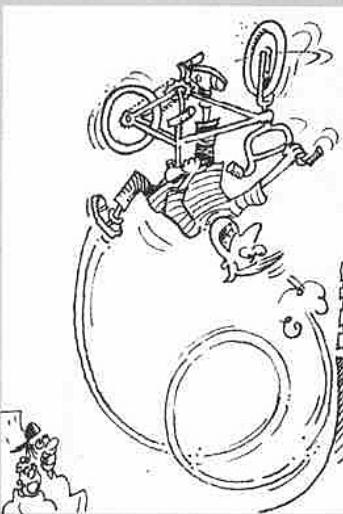
ADULT FILMMAKER



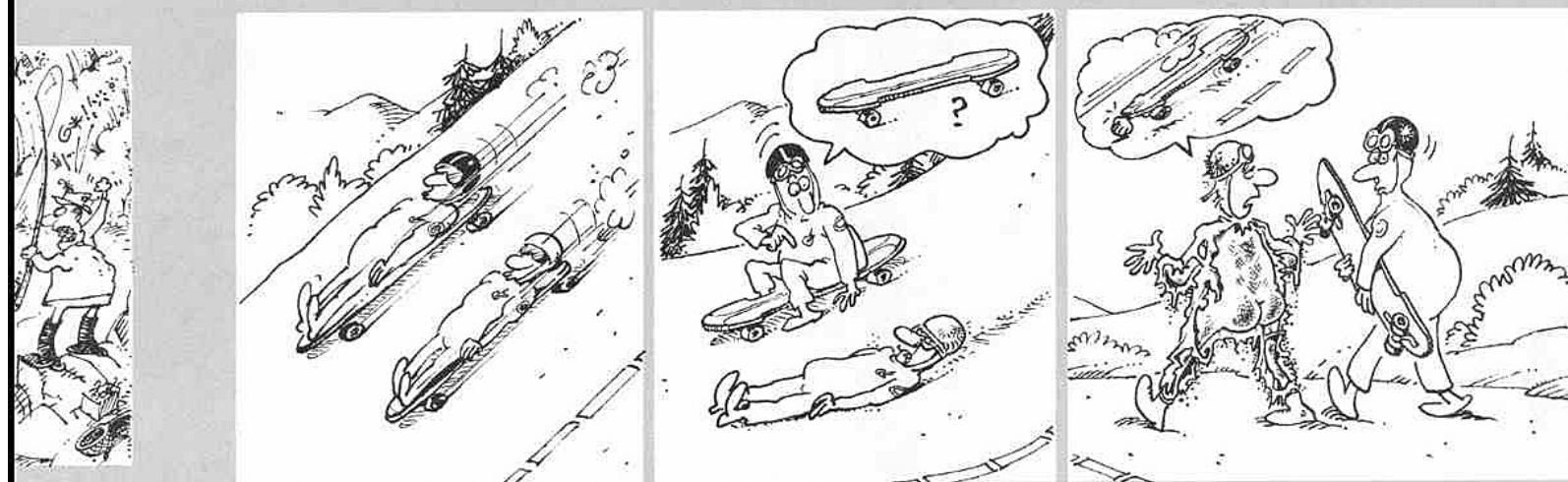
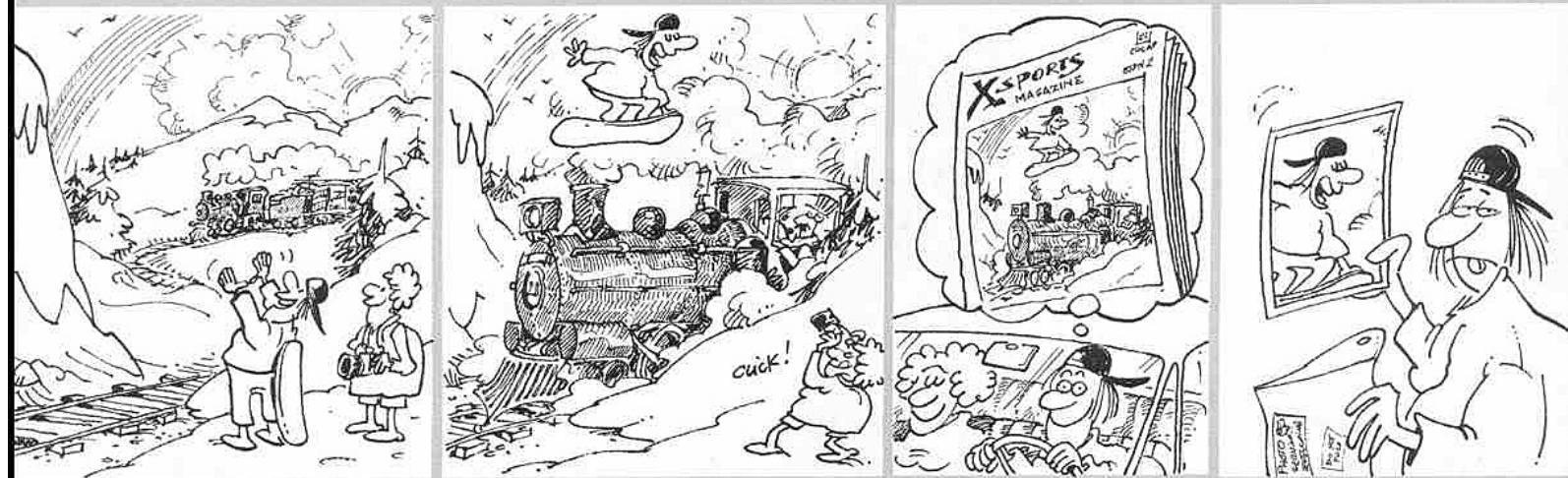


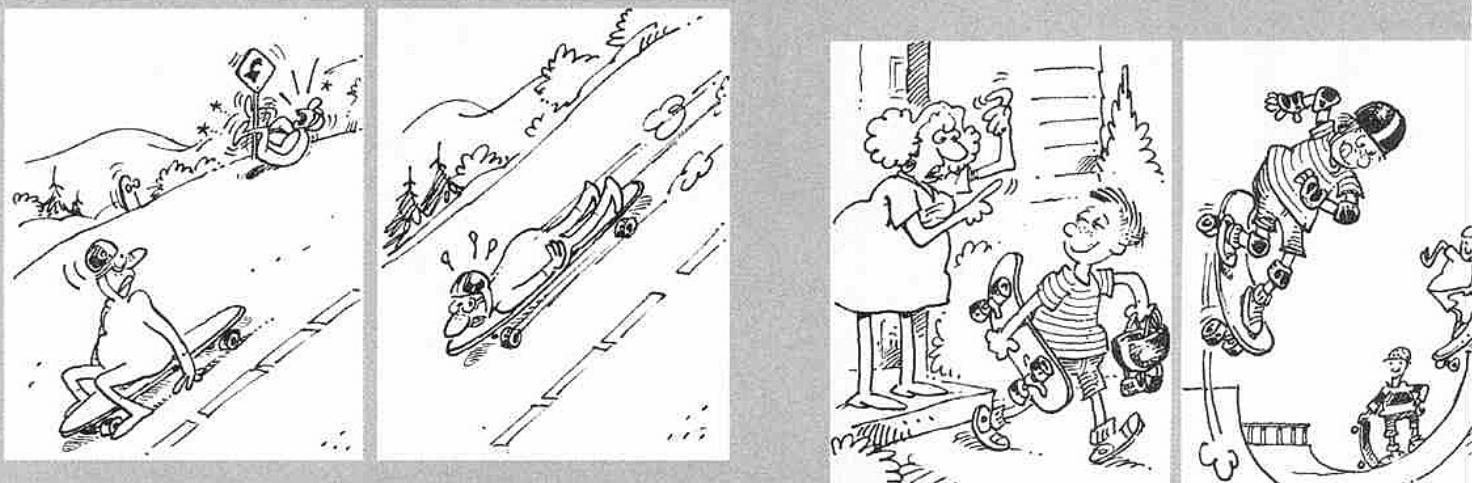
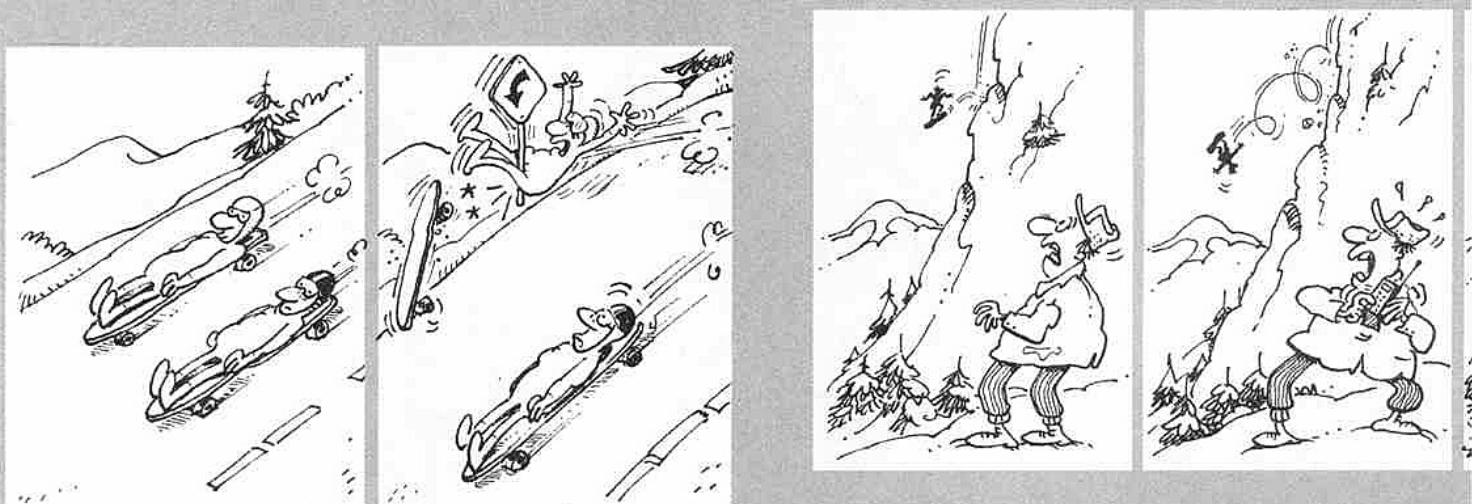
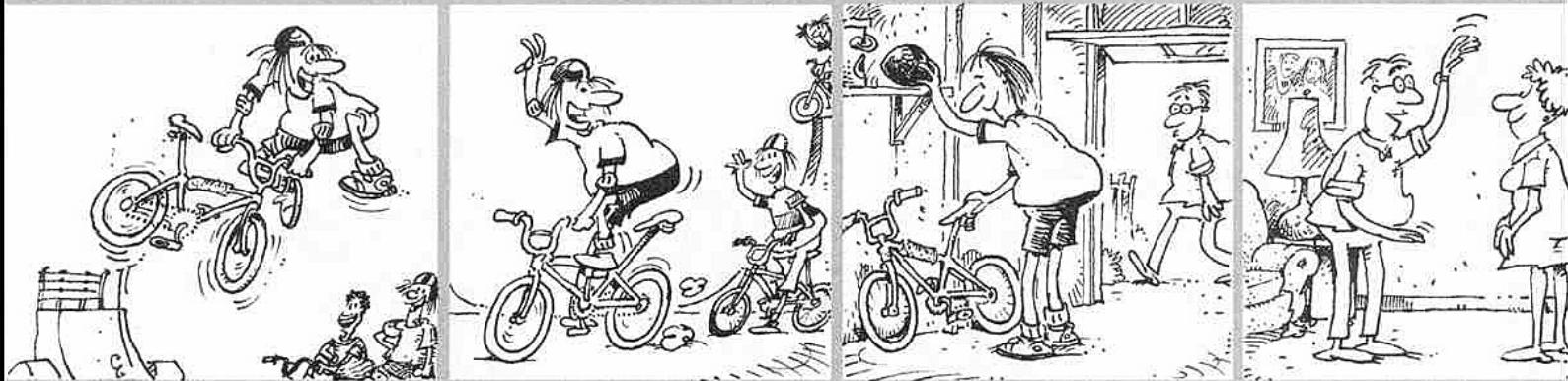
SERGE-IN GENERAL DEPT.

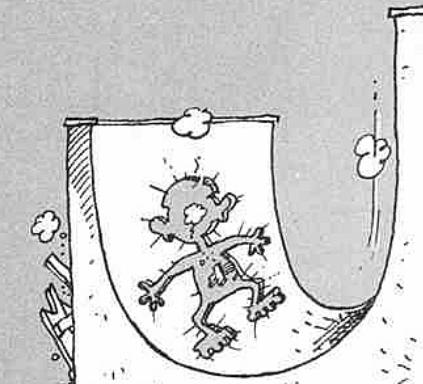
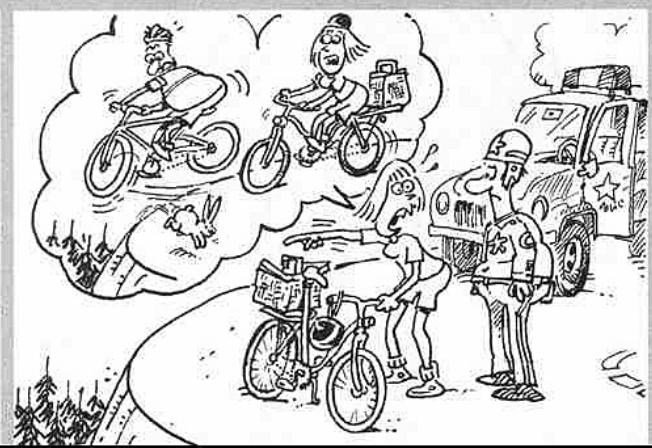
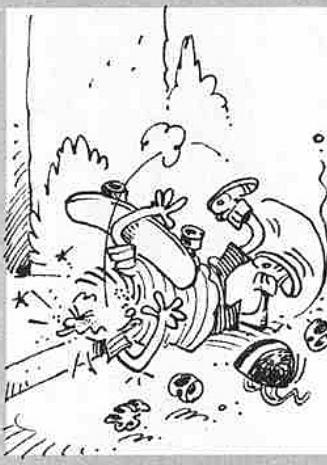
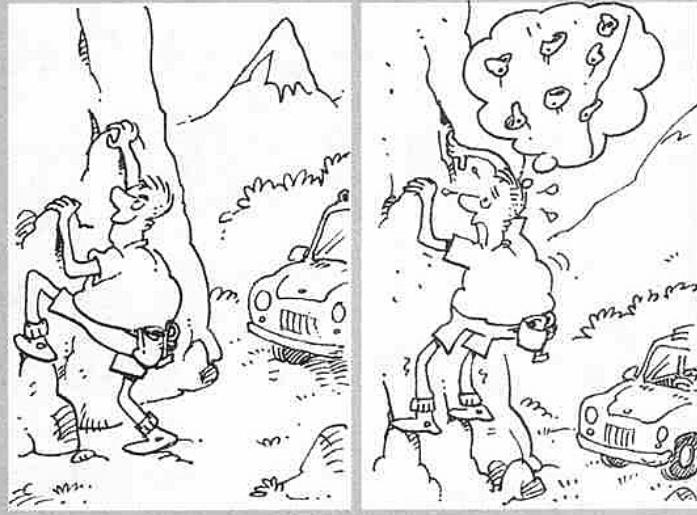
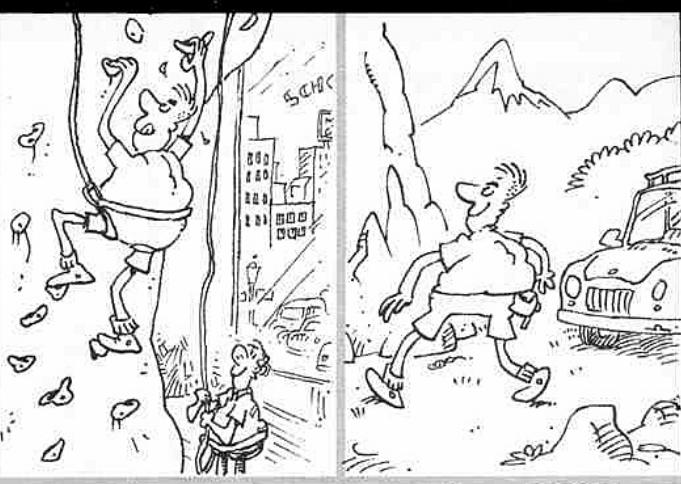
ANNA AND LOOK AT EXIT



RENE SPORTS





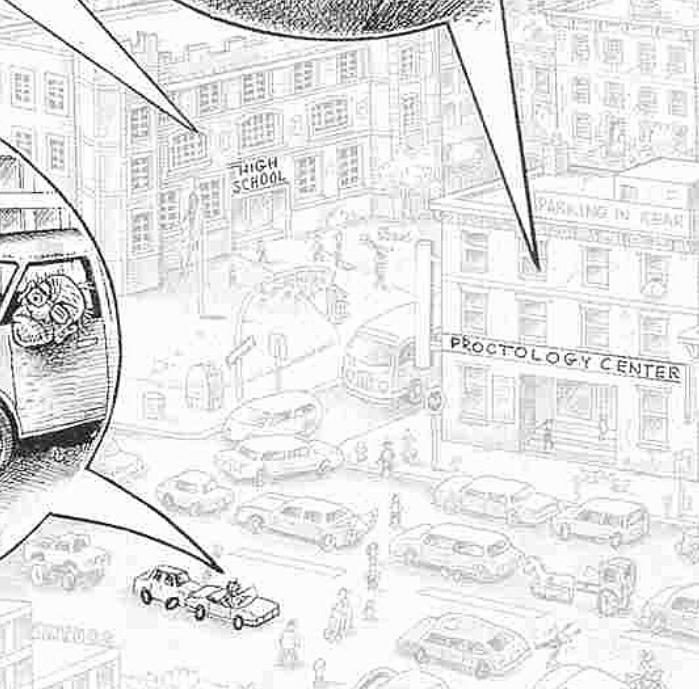
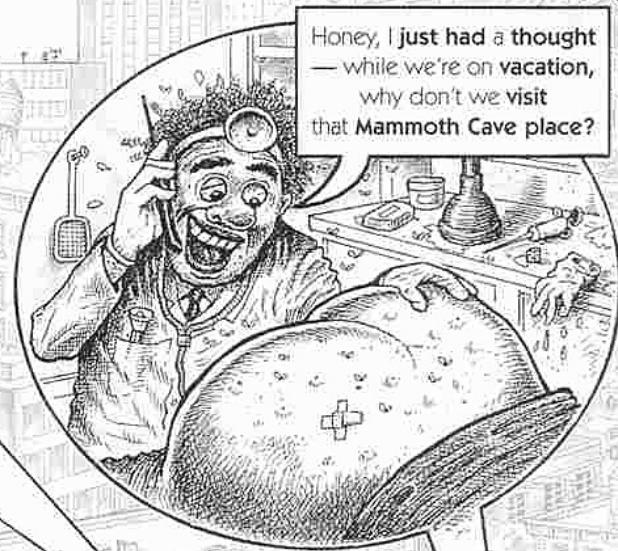
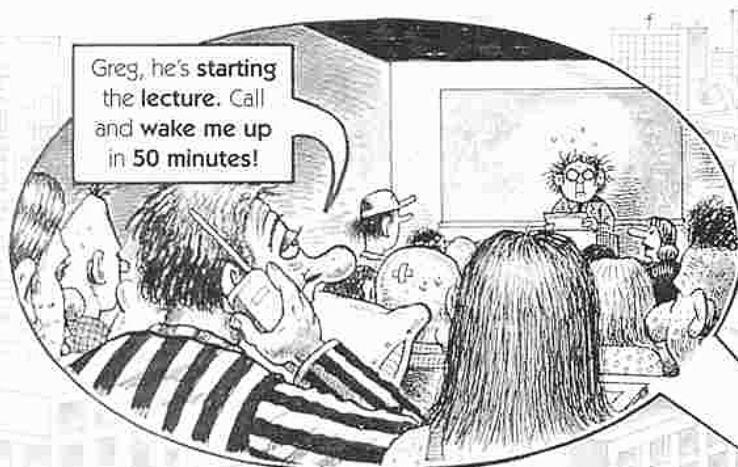
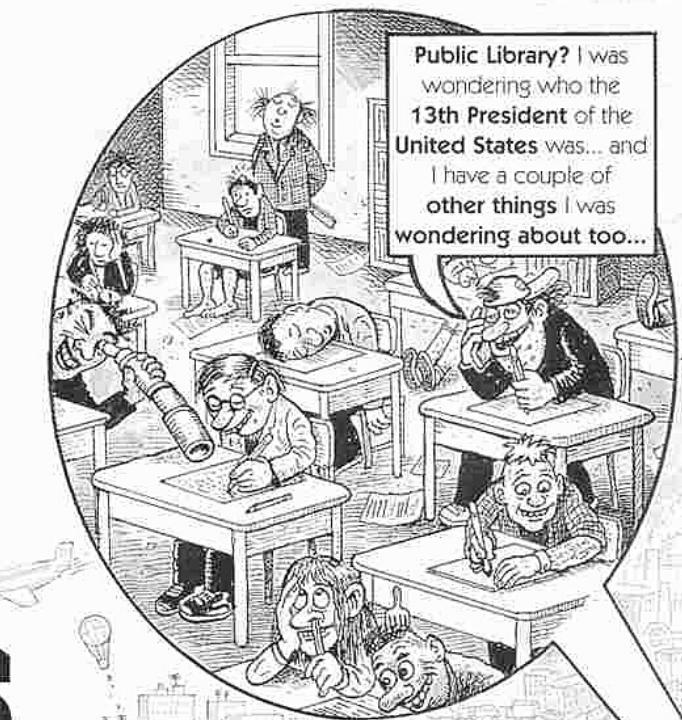




How did we ever live without cell phones?!?

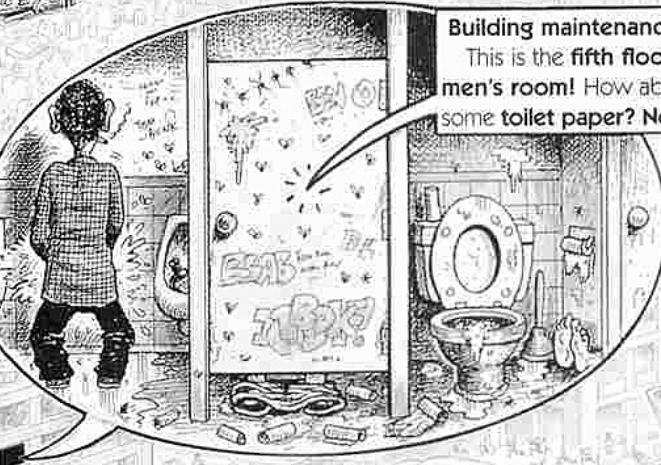
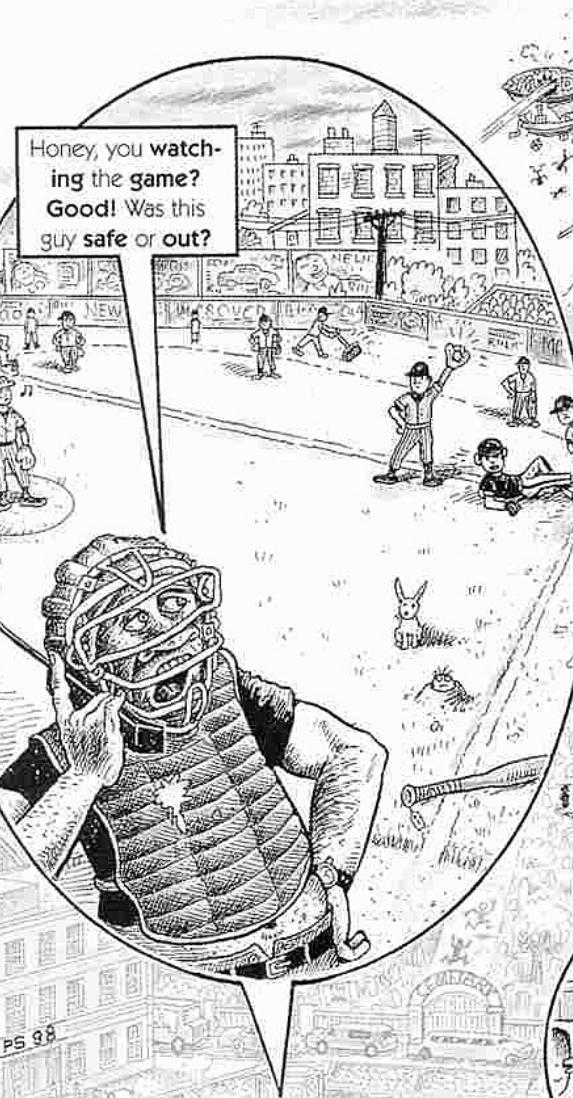
Can you believe there was once a time when you had to enjoy a nice, quiet meal at a restaurant *without* the soothing sound of some chowderhead yammering away on his StarTac?! And remember when you had to sit at the movies in peace *without* knowing when the hen-pecked husband next to you was going to pick up his wife's dry cleaning?! And isn't driving so much more fun now that we have brain-dead morons trying to negotiate six-figure deals while careening down seven lane highways?! If those nimrods are going to insist on going portable, then the least they could do is try these...

Really Smart Uses for Cell Phones



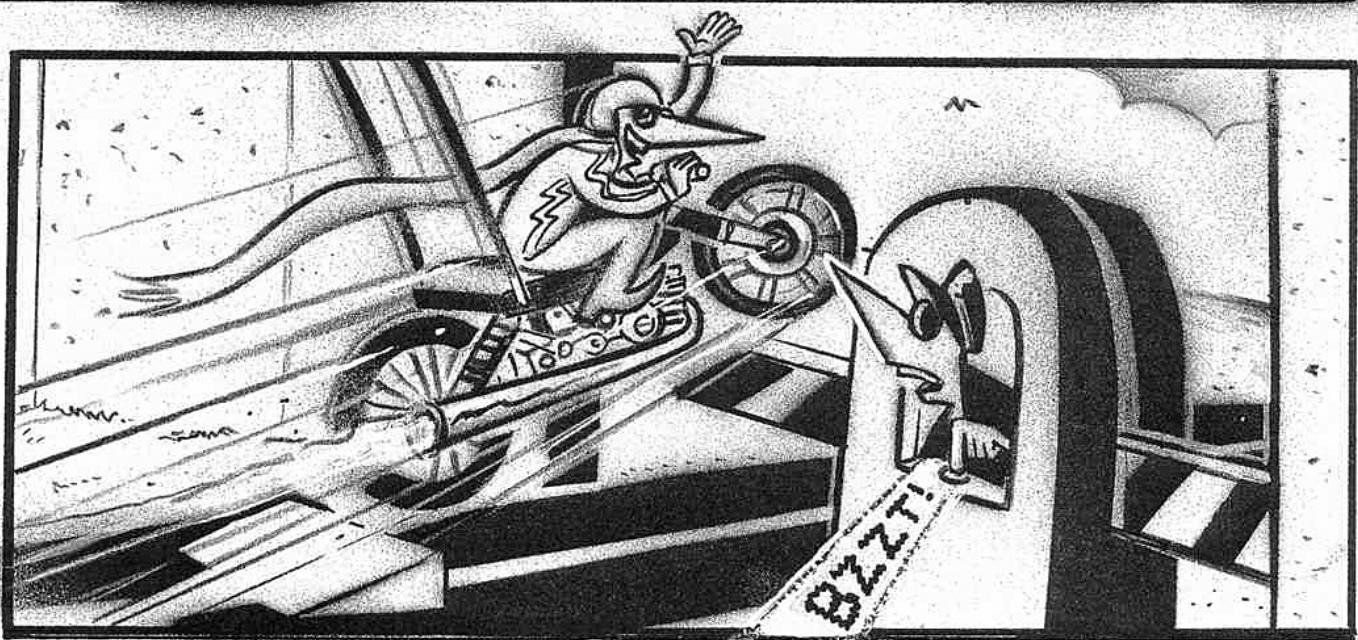
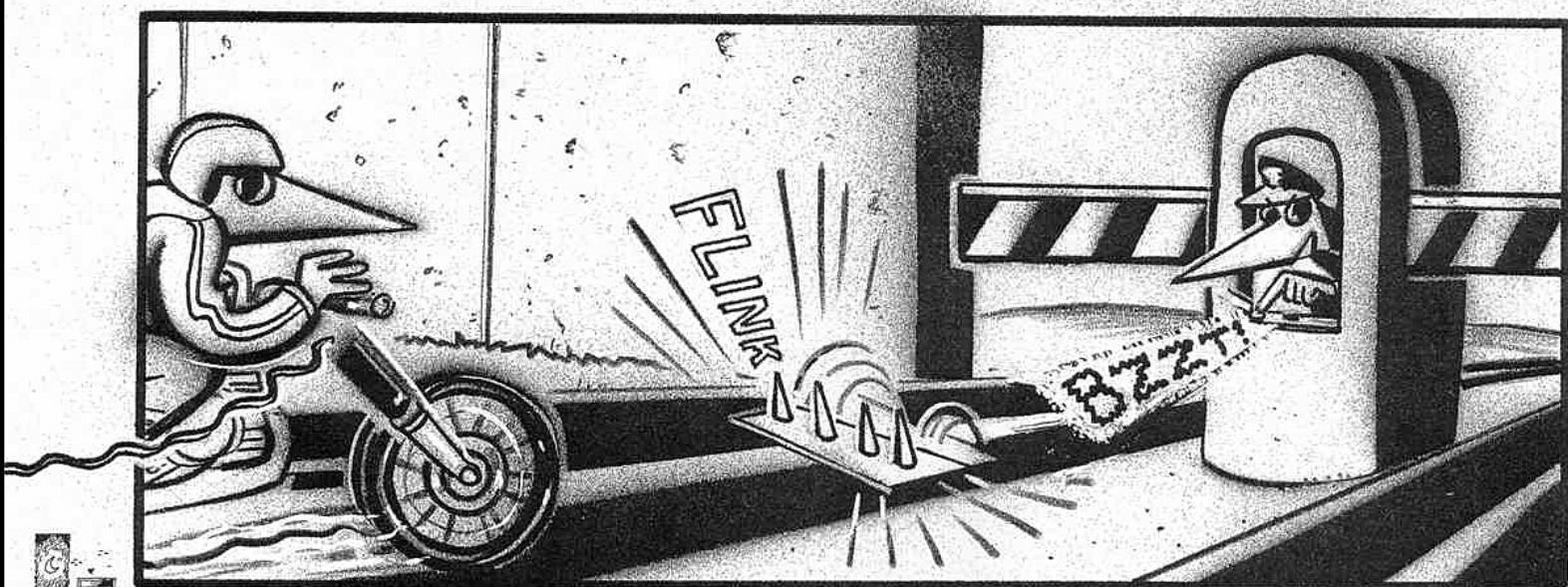
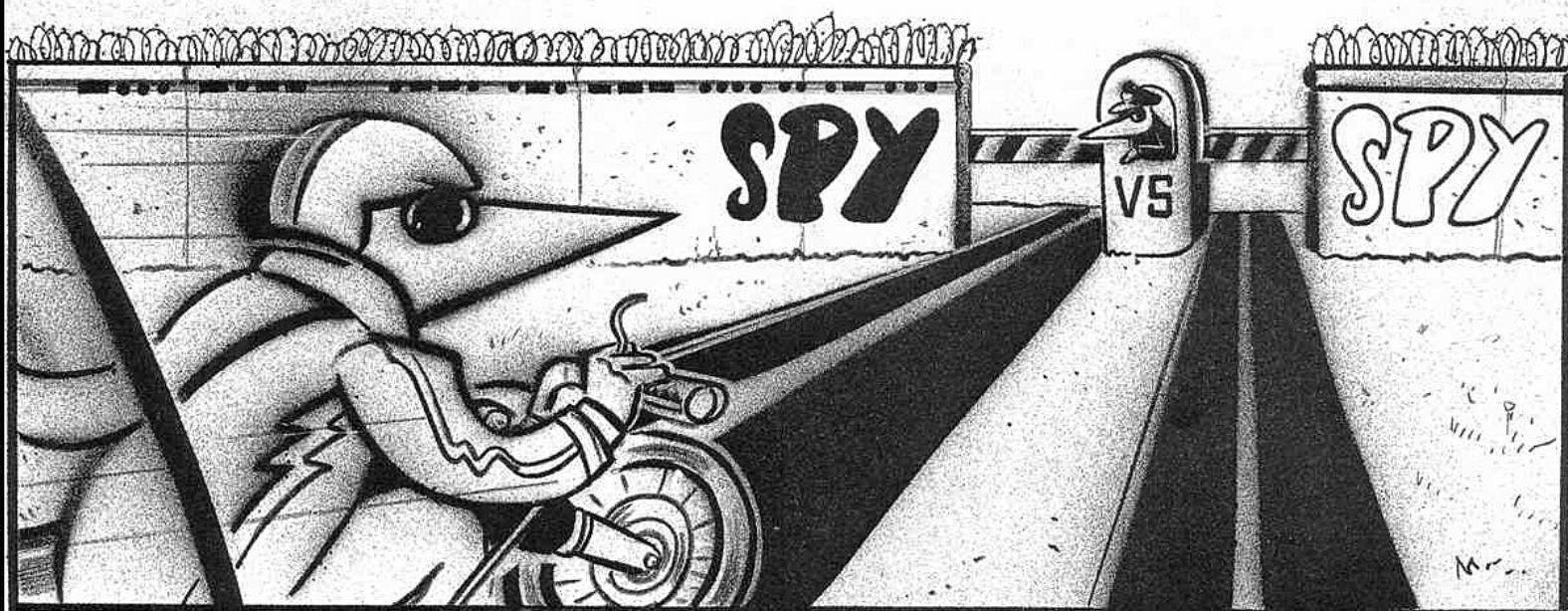
Honey, you **watching** the game?
Good! Was this
guy **safe or out?**

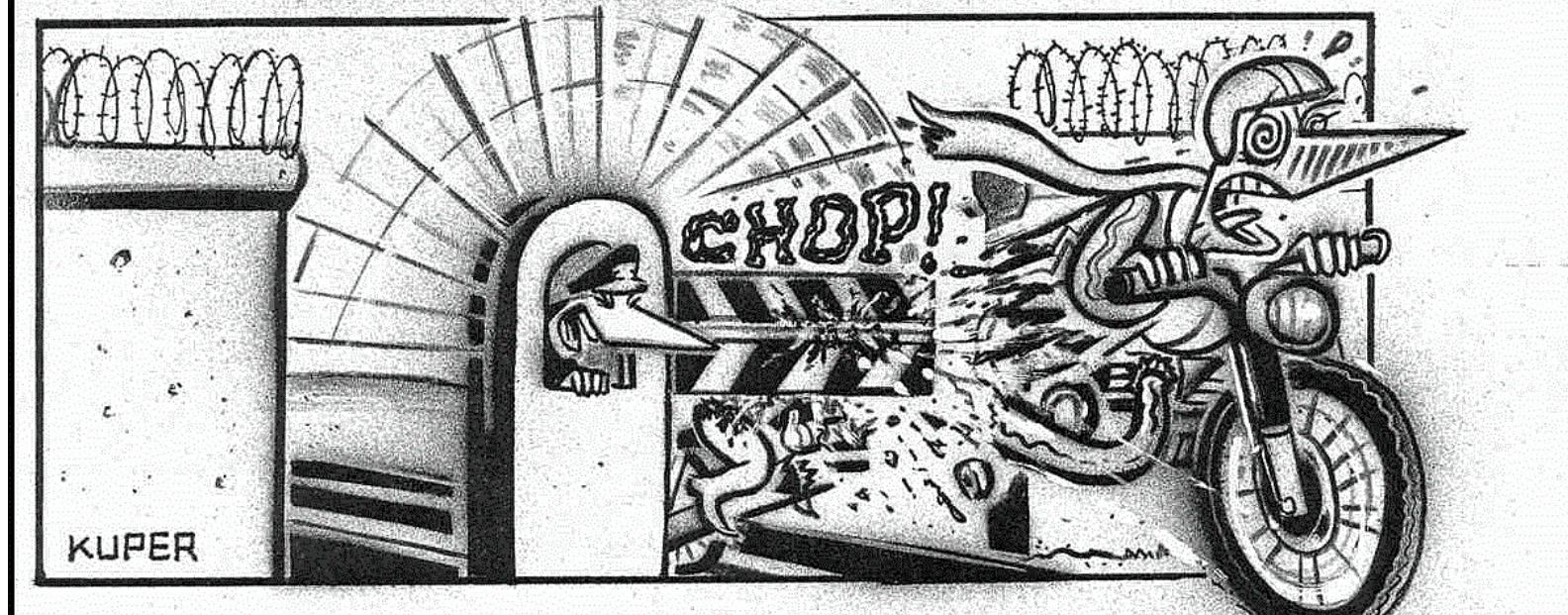
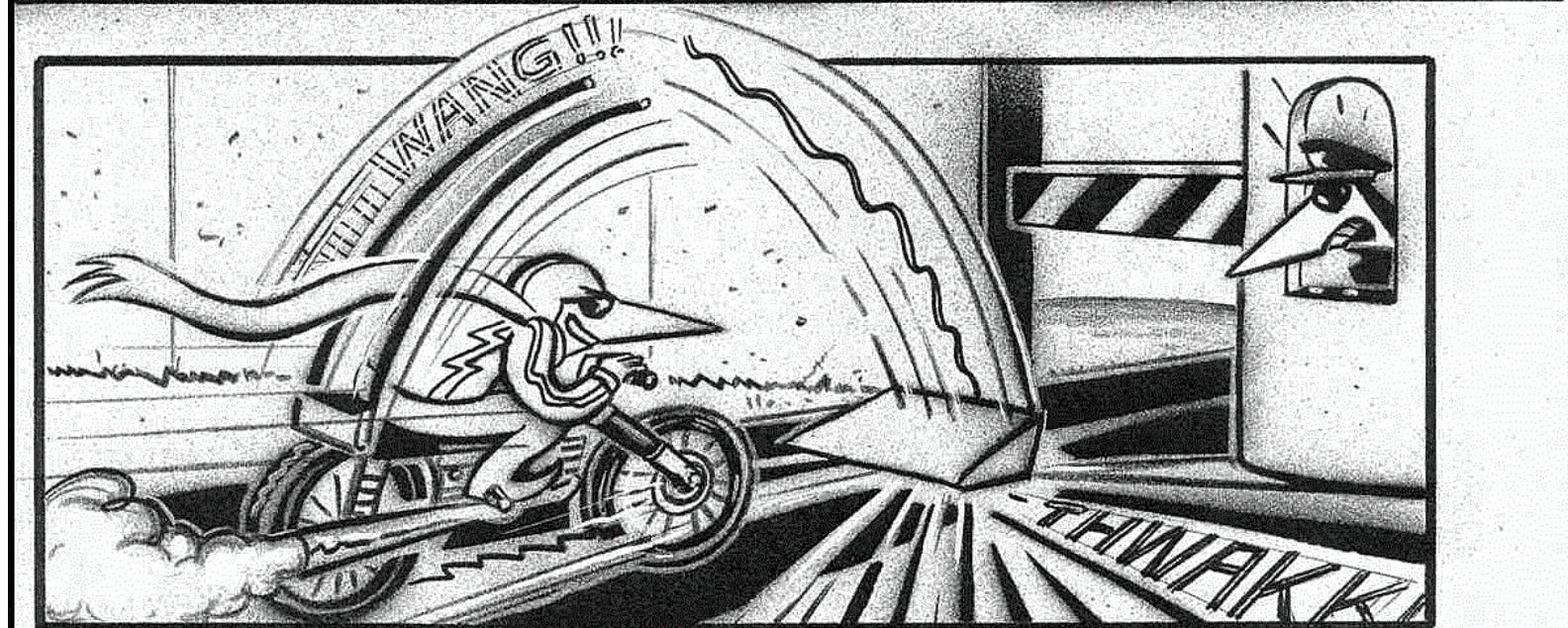
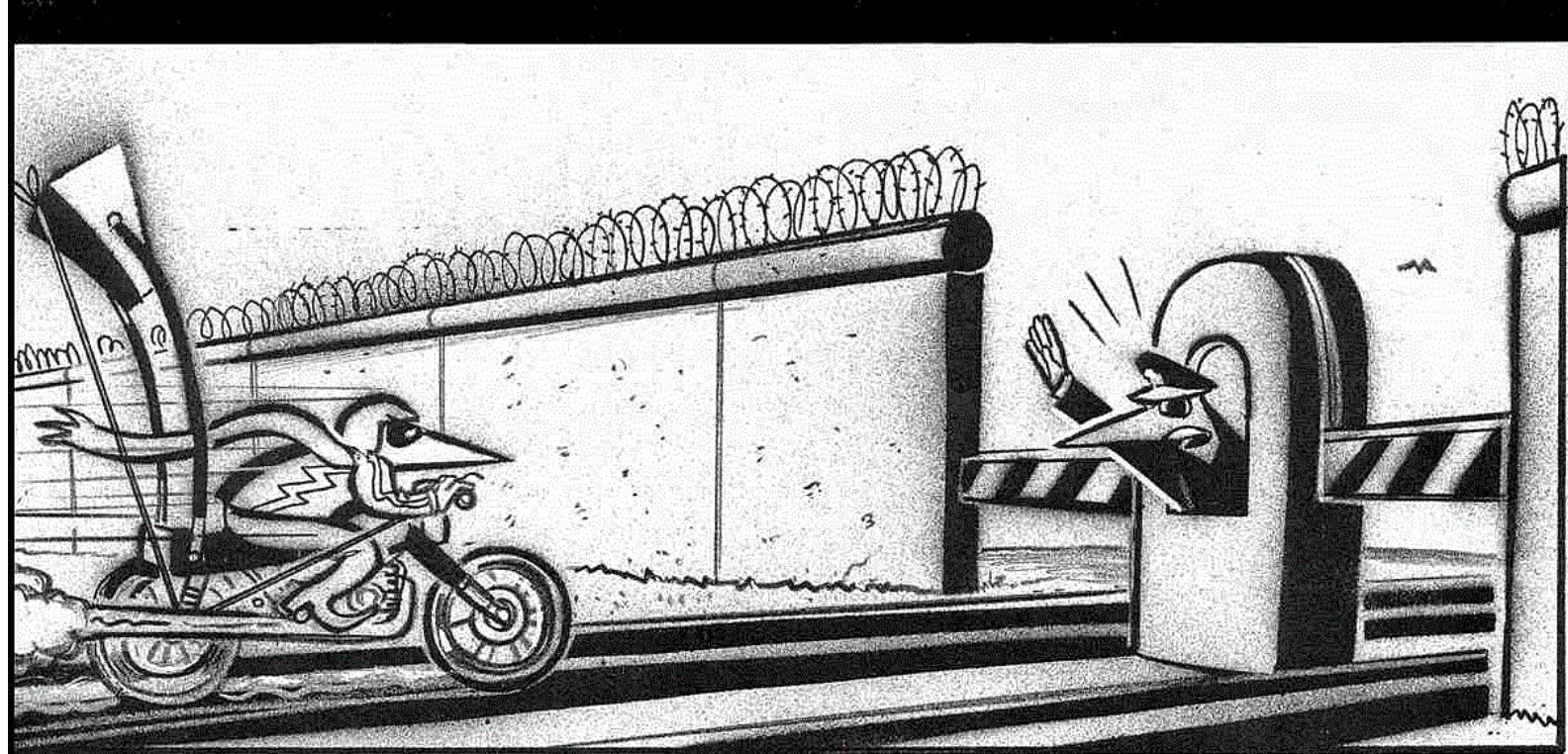
Hello, Allstate? My husband's
in the **ground**, they're **throwing**
dirt on him — **NOW** will you
send me the **insurance** money?





JOKE AND DAGGER DEPT.





THE MASKED MOUNTIE AND HIS WONDER DOG, BISCUIT

CHAPTER LXV

"THE PIT OF PERIL!"

SINISTER
BARON VINGLEHEIMER

Don't WORRY, lovely Gwendolyn! You WON'T drop into that pit of GRIZZLIES! The Wonder Dog and I are here to SAVE YOU!

MMMF...

It's ALL OVER for YOU, you EVIL SNAKE! I have you SURROUNDED!

Yoicks!

SNARL

ROWRL

GRRRR

What a GREAT DOG! Look, he took it upon himself to FREE GWENDOLYN!

MMMF

MMMF

MMMF

POIT

Your REIGN of TERROR is at an END!

GROOWWL

GRRR

SNARL

EGAD! Those GRIZZLIES must have been STARVING! LOOK at them GO!

GASP

Sigh! I WONDER if the lovely GWENDOLYN has a SISTER?

GRRRR

GRITZLE

SKRUMPTCH?

GOOVRIK

FLUNCH

SNORT

PLINK

-PLIPTCH

DON'T MISS
THE NEXT UNBEARABLE EPISODE

"BONE, BONE
ON THE RANGE!"



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE

HISTORY

Some of your **grandparents** and **great-grandparents** went through the **Depression**! Does anyone know why they **called it that**?

I think I do, Mr. Charney!

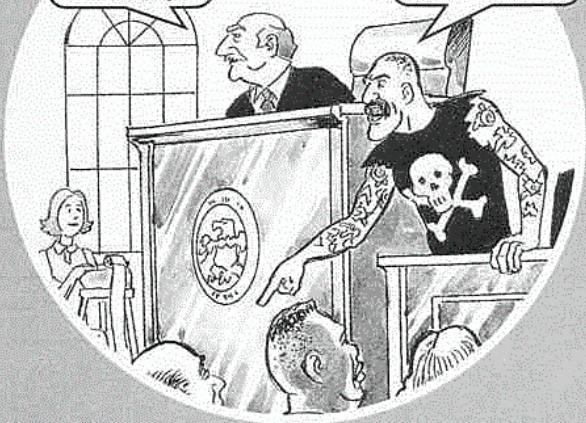
ARTIST AND WRITER: DAVE BERG

In those days they **didn't have** TV, VCRs, or computers, cellular phones, or shopping malls! That made everybody **depressed**!

JUSTICE

Will the court stenographer please read back the accused's testimony?

And listen, **babe**, do it with **feeling**! There's **12 people** over there that I gotta impress!



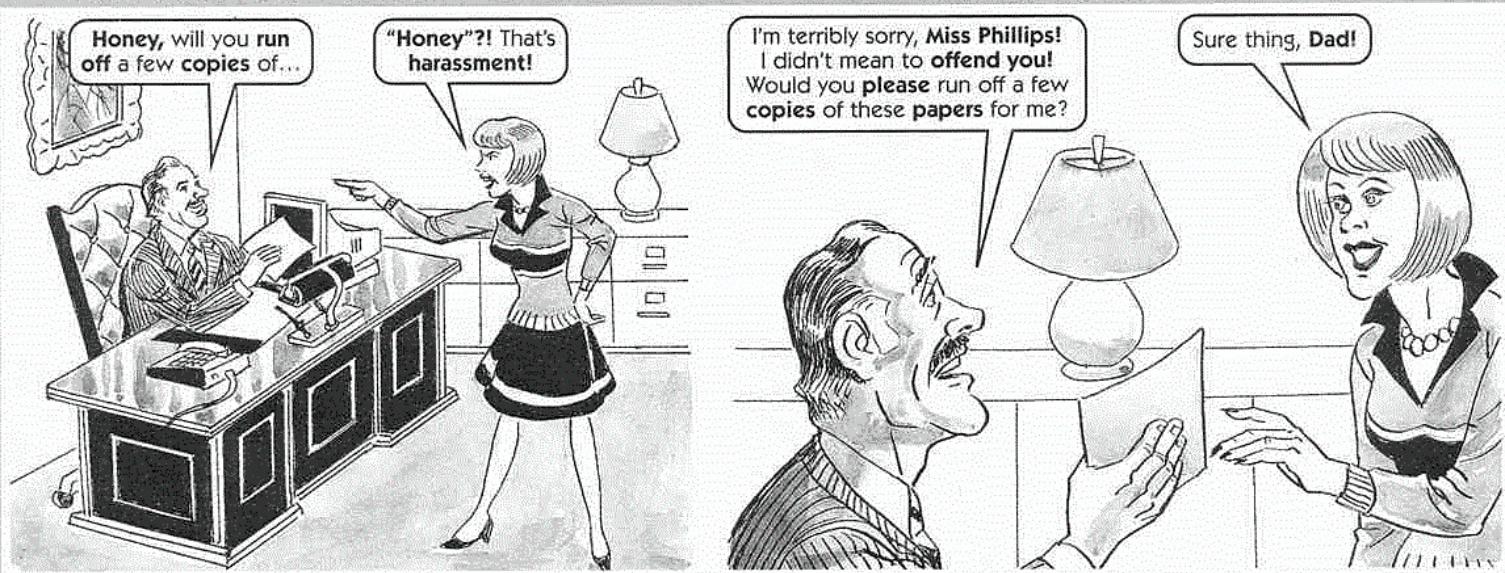
THE WORKPLACE

Honey, will you run off a few copies of...

"Honey"?! That's harassment!

I'm terribly sorry, Miss Phillips! I didn't mean to offend you! Would you please run off a few copies of these papers for me?

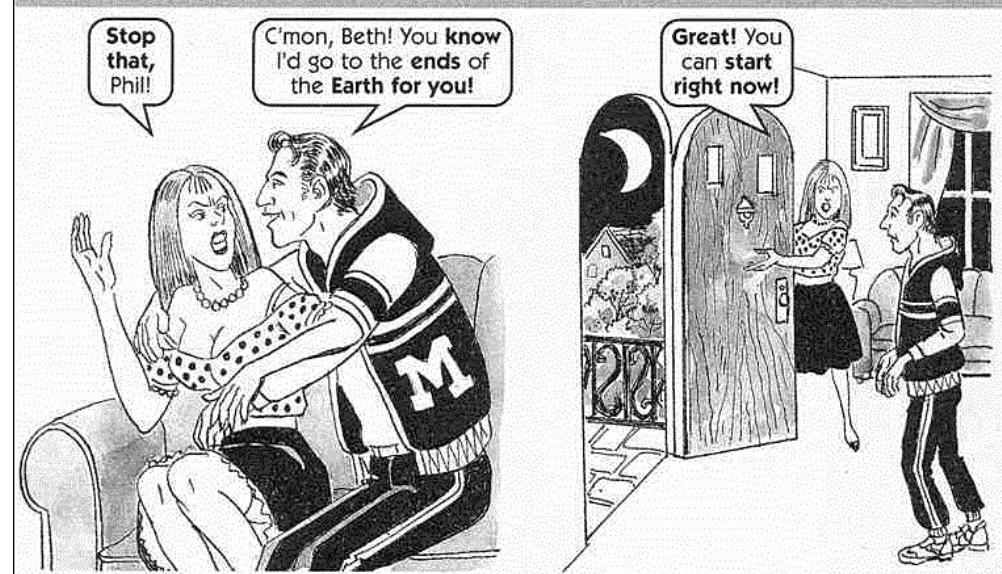
Sure thing, Dad!



KEEPING TRACK



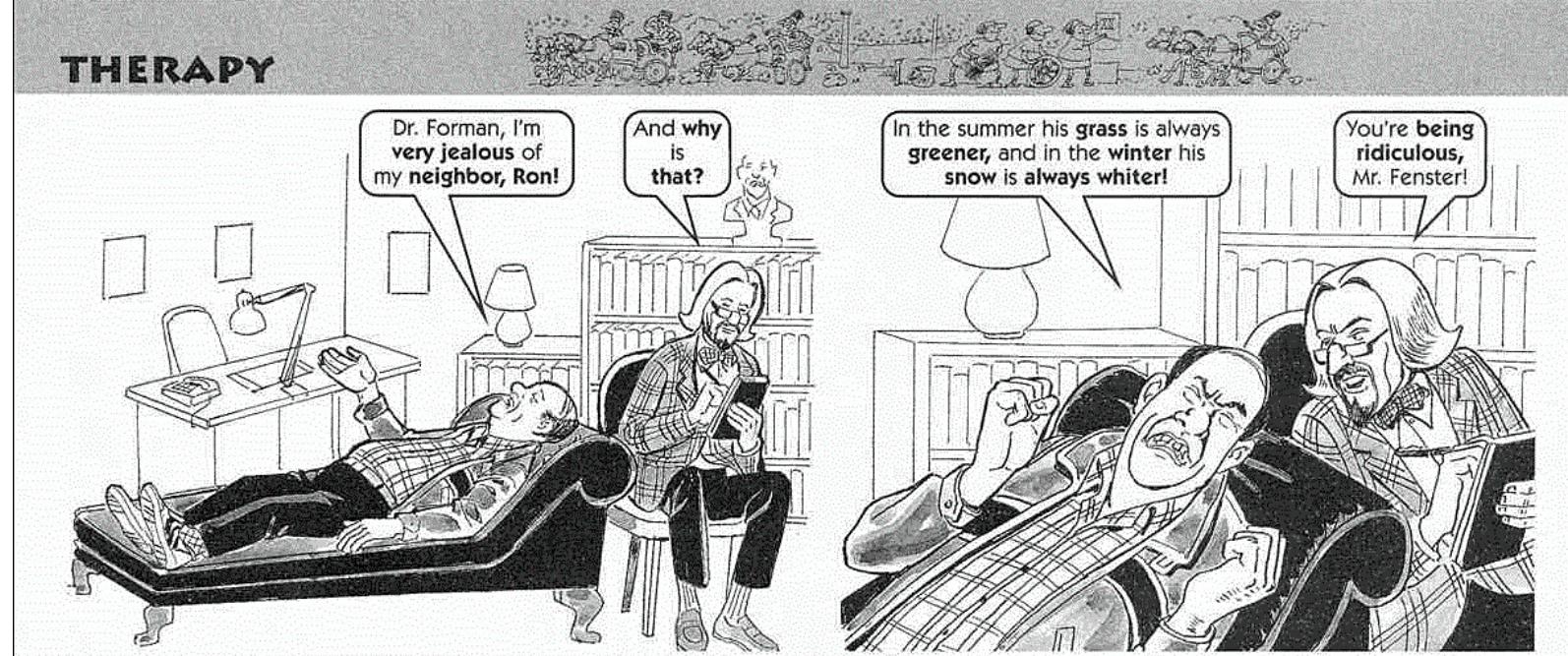
ROMANCE



SERVICE



ThERAPY



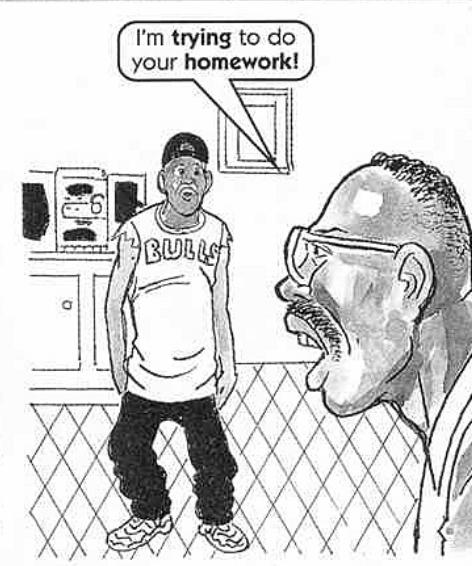
SPEED



RELATIONSHIPS



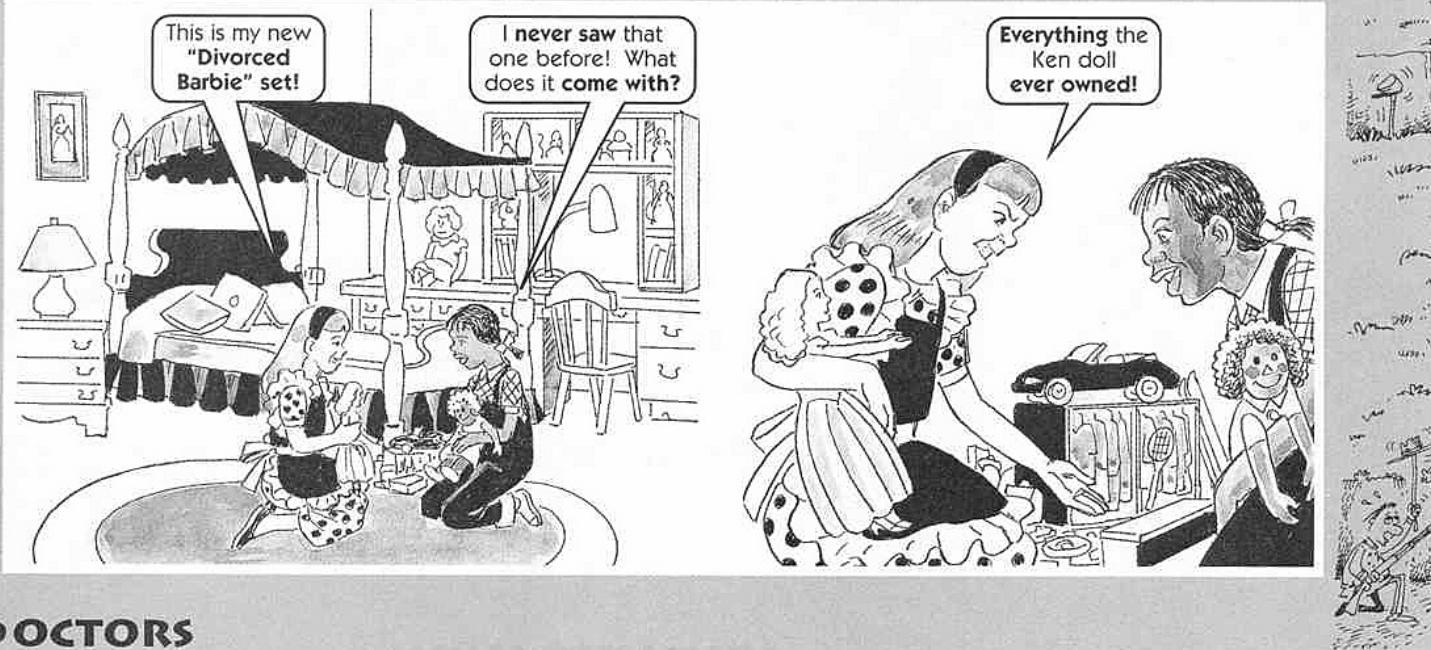
CONCENTRATION



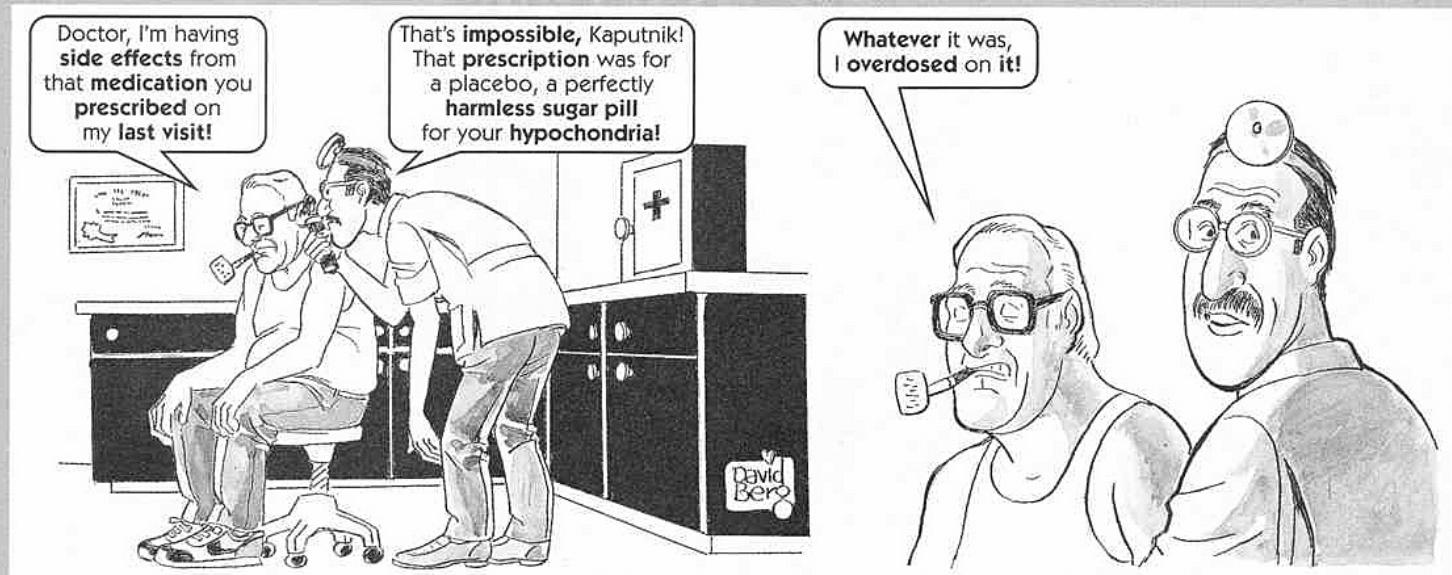
THE OFFICE



TOYS



DOCTORS



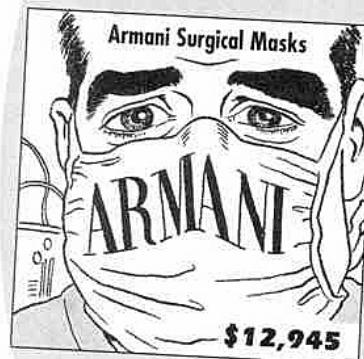


Earlier this year, NBC agreed to pay a reported \$13 million per episode to keep its hit medical drama *E.R.* on the air — making it the most expensive series to produce in TV history! Is the peacock network getting its money's worth? You decide, as we look at exactly...

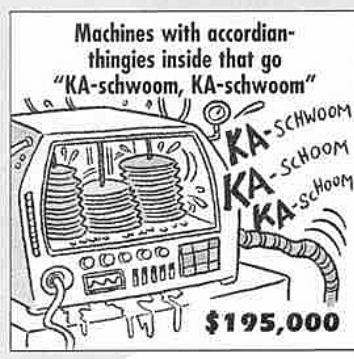
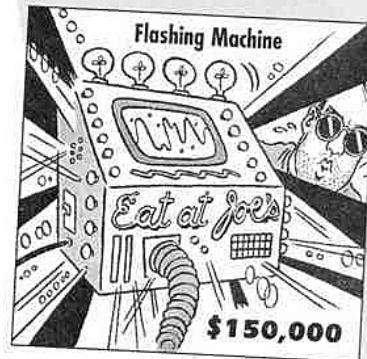
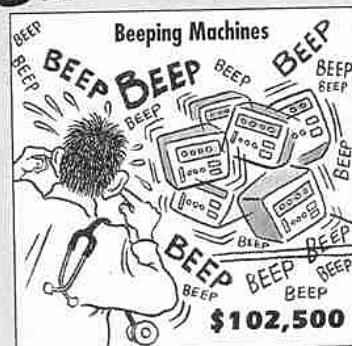
\$13 Where the Million-Per-Episode *E.R.* Budget Goes



WARDROBE



EQUIPMENT

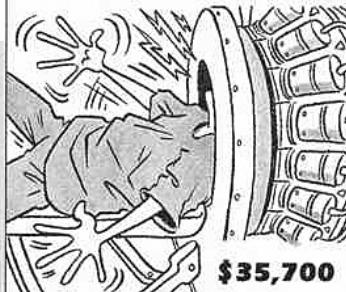




"Special" Warner Bros. Accountants to Secretly Siphon Off *E.R.* Profits to Cover Losses for *Postman/Batman* Debacles



Million-Dollar State-of-the-Art Diagnostic Machines (Rented from Hospitals Who Never Use Them Because Their HMOs Won't Let Them)



Anthony Edwards' Beard Stubble



George Clooney's Tousled Caesar Cut

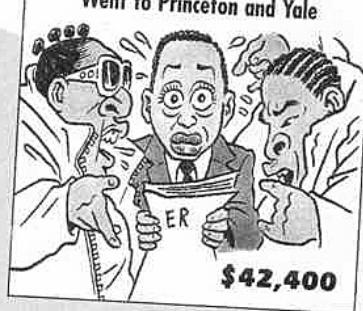


HAIRDRESSING

Specially Blended Bad Coffee for Inducing "Bad Coffee Grinace" on Actors' Faces



Gang Culture Tutors for Clueless Black Actors Who Went to Princeton and Yale



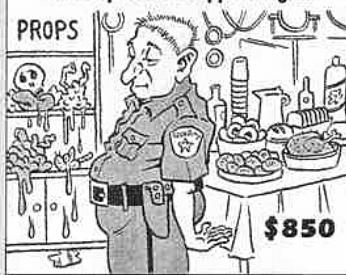
Fake Stethoscope for George Clooney Connected Directly to His Agent's Phone Line



Cost of Real Health Coverage for Cast, Crew & Extras



Catering Table Guard to Make Sure That Meat Dish/Prop Organ Mix-Up Never Happens Again



Motion Sickness Pills for Show's Cameraman



Weekly "Creator's Fee" Paid to Michael Crichton Sitting at Home By The Pool, Cranking Out Yet Another By-the-Numbers/Formula Bestseller



MISCELLANEOUS

Beefy Fireman Who Hits on the Nurses



EXTRAS

\$875

Crazy (but Lovable) Old Lady Wandering
Into the E.R. For Comic Relief



\$400

Anonymous Lab Tech Running
Through Scene With Jar Full of
Something Disgusting



\$510

Lifelong Smoker or Drinker Totally
Surprised That Their Bad Habit is
Now Making Them Sick



\$655

Generic Hallway People Only There for
Regulars to Bump Into and Yell at



\$2,140

Stubborn Guy from Previous Episode
Who Didn't Follow Doctor's Orders
MORGUE



\$640

Pathetic Homeless Person to
Lend Social Relevance to Show
(AND Impress Emmy Voters)



\$290

"Wheezers"



\$2,475

"Coughers"



\$1,350

"Moaners & Groaners"



\$1,780



TULKA

PROPS

Fake Blood
(w/by-the-Gallon
Discount)



\$23,598





GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest newsmakers will be downloaded into the ground!

THIS MONTH'S FUTURE OUTDATED SOFTWARE:



BILL
GATES

CAUSE OF DEATH

ODDS

Gets lost in 50,000 sq. ft. home and starves 2:1

Accidentally falls on scissors while giving self weekly haircut 5:1

Trips over trouser leg of off-the-rack Kmart suit he wears 10:1

CTRL+ALT+DEL-ed by perplexed Windows 98 user 25:1

Kills self over guilt from ruthlessly driving competitors out of business 43,209,278:1

CAN YOU FIND THE
ONE TURKEY IN THIS
PICTURE WHO WILL BE
LUCKY TO SURVIVE
THANKSGIVING?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD - IN

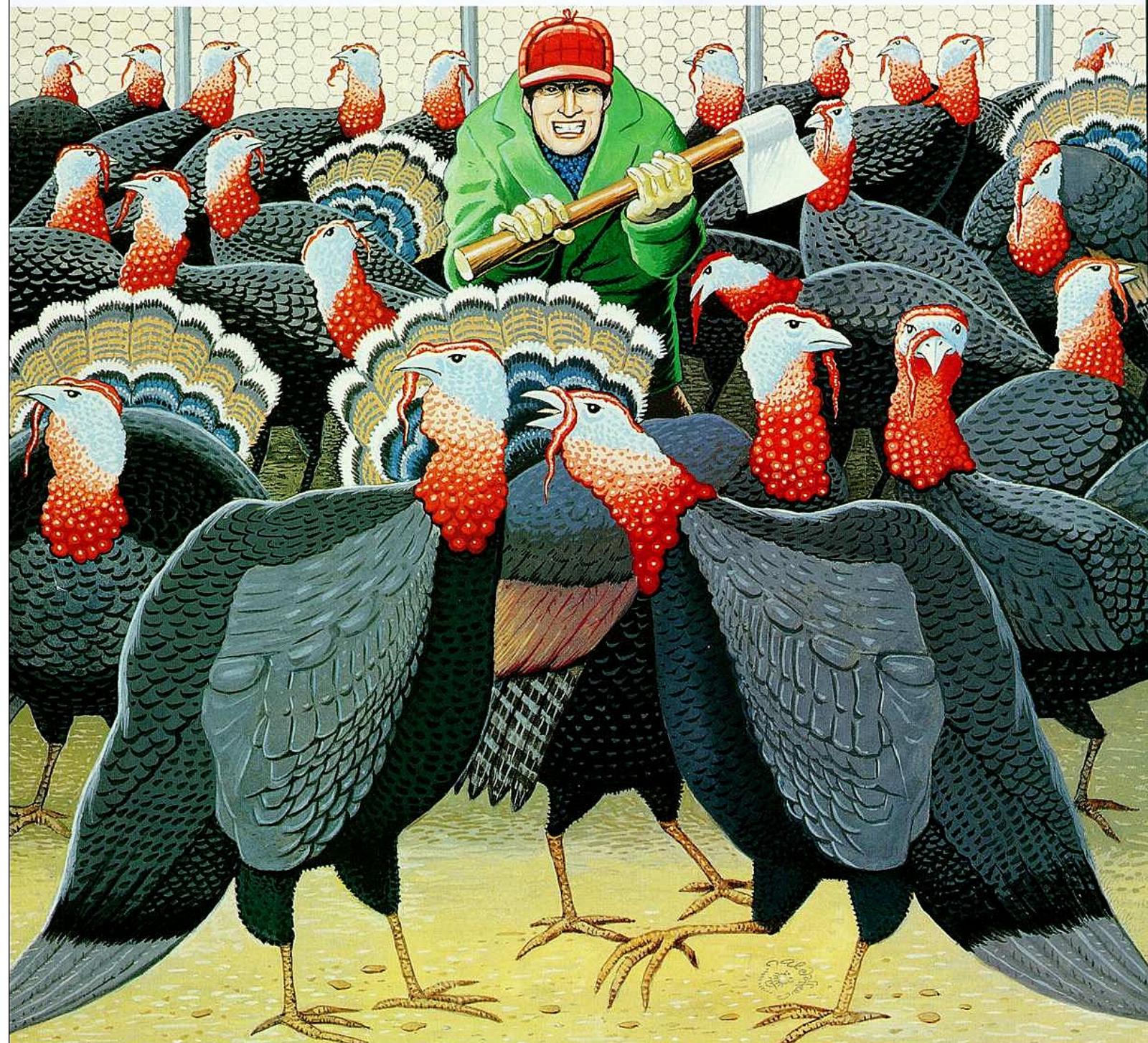
Most people get their turkeys from a local butcher or supermarket. Some people actually go to turkey farms to purchase their holiday fare, only to find that they are then totally responsible for the life or death of some poor defenseless creature. To find out which turkey is sure to get the ax this season, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



HOPE FOR LIFE DIMS AS THE AXMAN MOVES TOWARD
THE TURKEYS. SOME THINK HE'S A MON-
STER AND SOME A HERO. TURKEYS ARE THE SEASON'S
TRADITIONAL FALL GUYS AND NO ONE WANTS NEW
SHOW OFFS TO COME IN AND CHANGE THINGS.



IF NORMAN ROCKWELL DEPICTED THE 90's
"MONDAY MORNING PICKUP"